

V O G U E

INCORPORATING
VANITY FAIR

CHRISTMAS PRESENTS

in Shops across the U.S.A.
16 Pages

WINTER TOWN FASHIONS

RESORT FASHIONS

"The Italian Look"



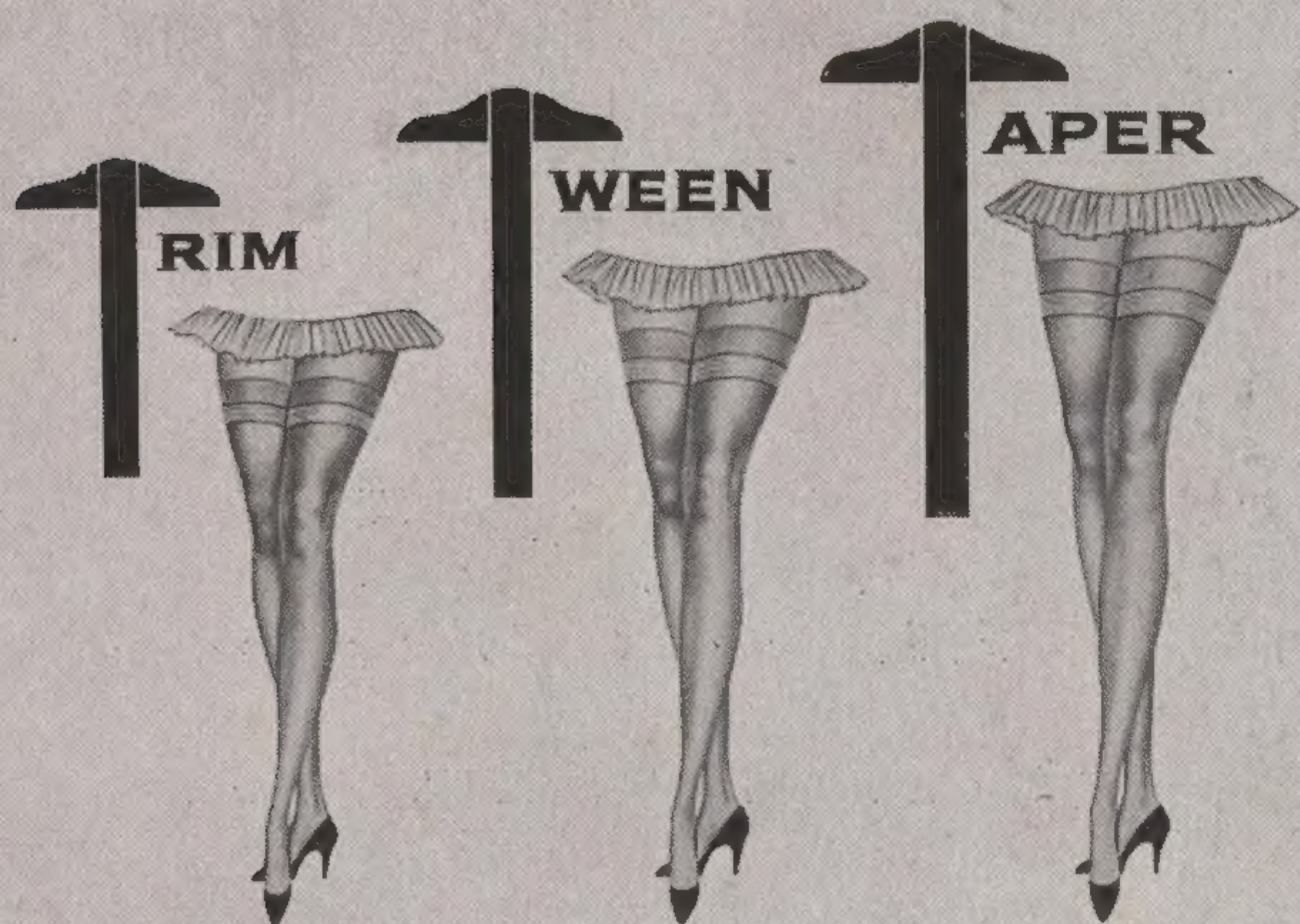
NOVEMBER 15, 1951

G.C.N.P., INC. 50 CENTS



Every girl on your list wears one of the 3 **T**'s

Be Santa this Christmas...
give her beautiful Archer stockings...
in her own proportioned size.



*Archer's exclusive white Neline® stripes identify the leg size:
TRIM, 4 stripes for petite or slim legs; TWEEN, 5 stripes for
typical or model legs; TAPER, 6 stripes for tall or fuller legs.*

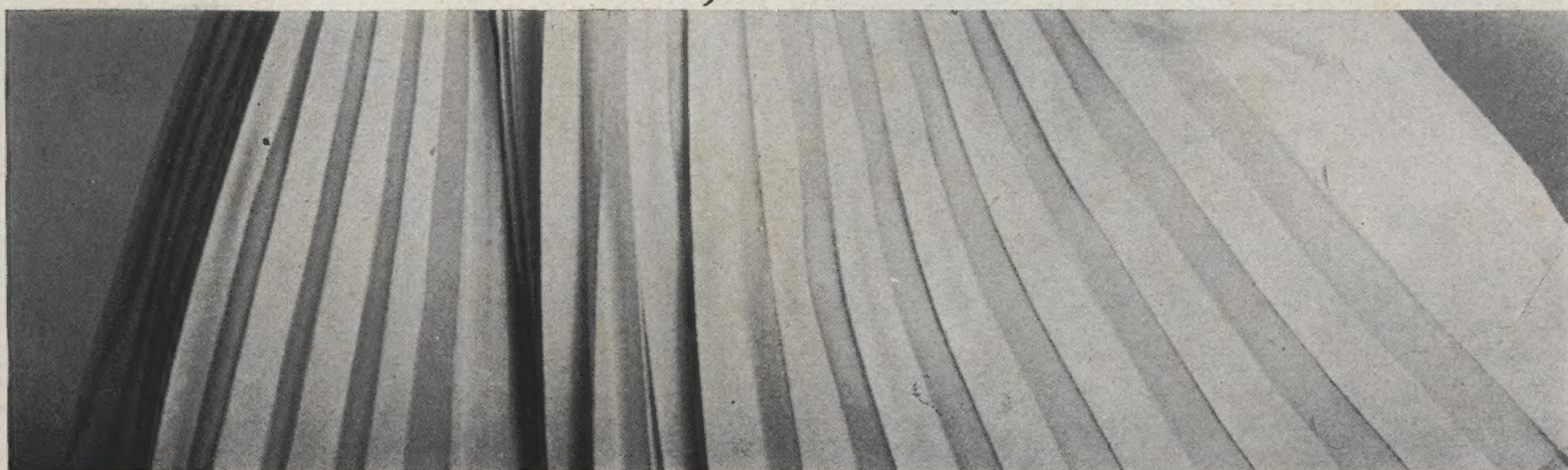
Archer

knitted-to-proportion stockings for lovely women



BEJEWELLED CONCERTINA...

BONWIT
TELLER



accordion pleated,
stitched to stay. Wool jersey for North or resort South.
White, chalk blue, rose quartz, or navy 10 to 18 sizes

Capri Original 110.00

New York Chicago Cleveland Boston White Plains

Celeste



Entrancing as Christmas dolls. Little girls in flower-like pastel cottons, full-skirted and festive with lace. Left: Antique French val lace. Pink, blue; maize, aqua. 1 to 3 \$10.95, 3 to 6x \$12.95, 7 to 12 \$14.95. Right: Swiss eyelet embroidery and French val lace. Pink, blue, maize, mint. 1 to 3 \$12.95, 3 to 6x \$14.95, 7 to 12 \$16.95. At better stores or write Celeste, Dept. V-3, 1350 Broadway, N.Y.C.

De Pinna

NEW YORK

Mollie Parnis carves a mid-season wool, garlands it twice with classic fringe on a grand scale, to cause a stir. In grey with navy, or all navy, sizes 10 to 16 . . . 110.00



ALSO AT DE PINNA
MIAMI AND JULIUS
GARFINCKEL, WASHINGTON



TONY FRISSELL



IRENE'S RESORT SUIT, \$245 IN OUR 28 SHOP® . . . SO TIMELY, SO TIMELESS,

SO TYPICALLY *Marshall Field & Company* CHICAGO





THE DIAMOND LOOK[®]

BY KRAMER

At the finest stores everywhere

Kramer Jewelry, 48 West 37th Street, New York 18, N.Y.

WINGATE PAINE

Bonwit Teller

OF PHILADELPHIA

molds, then unfolds natural silk shantung, accented with black.
Tropical fan-flare . . . from Bonwit's designer collection.

PATTULLO-JO COPELAND





tailored by
handmacher®

AMERICA LIVES IN HANDMACHER SUITS

ADVANCE SPRING LINES . . . Here, now, to sit lightly under winter coats, emerge as the big news next spring. Two suits with shape and swing and the Handmacher promise of perfect fit. The white-collar suit in gabardine, sizes 10 to 20, 7 to 15 and young Proportioned Plus sizes, 10+ to 20+. \$60. The calf-belted suit in British tweed, sizes 10 to 20, 7 to 15. \$70. In other fine fabrics, too. At one store in your city. For its name, write Handmacher-Vogel, Inc., Dept. V11, 533 Seventh Avenue, New York 18.

Charles of the Ritz

RECAPTURES THE ELEGANCE OF A NEVER-TO-BE-FORGOTTEN ERA



Directoire

PERFUME • TOILET WATER • FLORÉAL • BATH OIL • BATH SALTS • SOAP • FASHION SACHETS • DUSTING POWDER



Florentine Lace

PIERCED STERLING

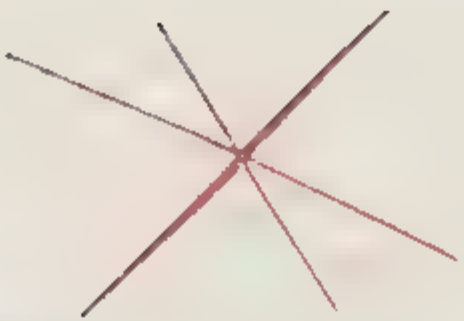
A Brilliant New Achievement By

REED & BARTON

The six-piece place setting, including tax, \$38.50

Distinctively New, Exquisitely Pierced Solid Silver. Florentine Lace... beauty inspired by treasures of Catherine de Medici, Renaissance patroness of arts. Never before have you seen silver with so much fine and lacy piercing! You will use this sterling proudly, for every occasion — with every type of china, crystal, linen. Florentine Lace, Reed & Barton's latest triumph in sterling silver craftsmanship for your table.

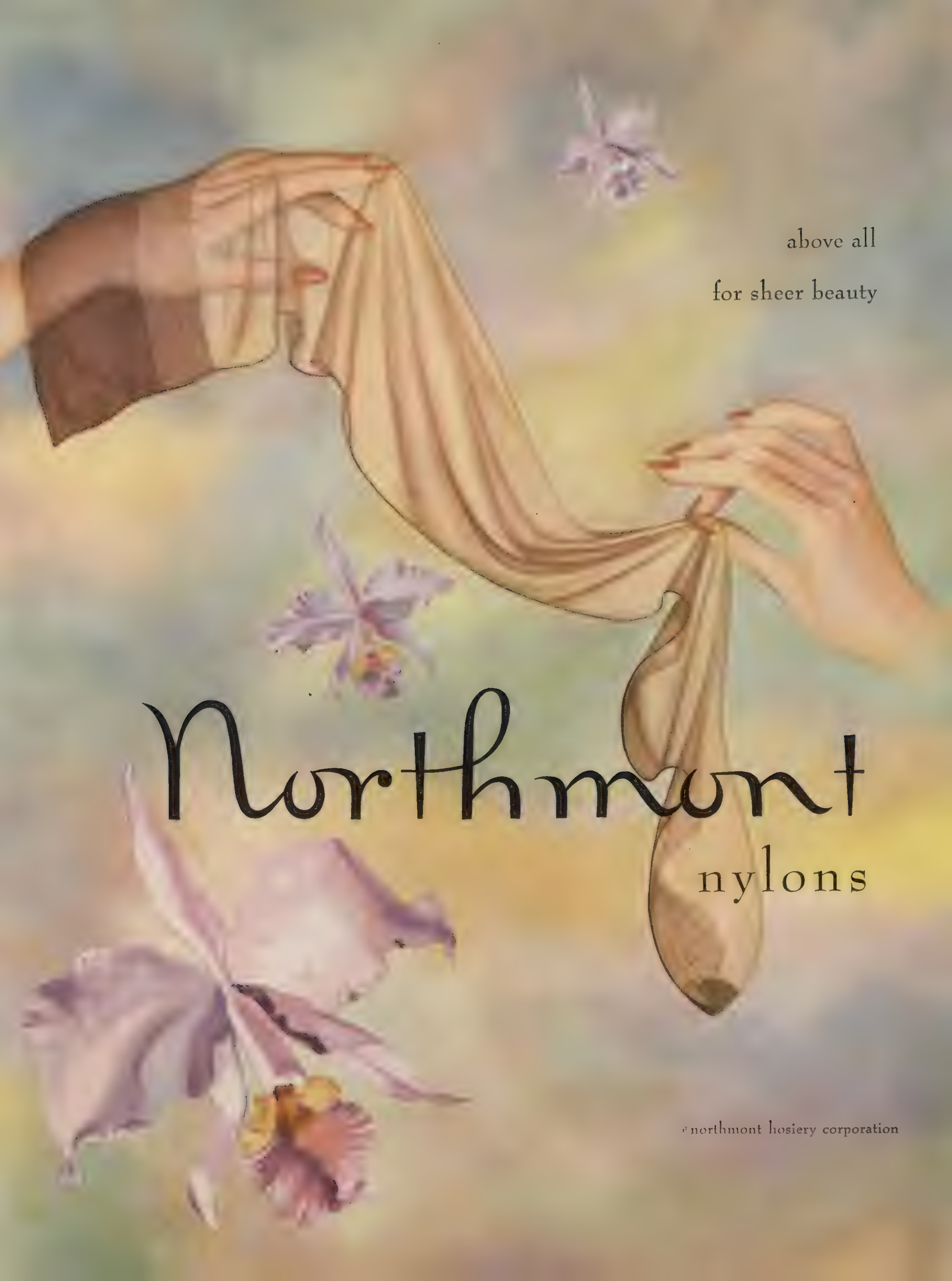
A beautifully illustrated Florentine Lace folder will be mailed upon request to Box 990 U, Reed & Barton, Taunton, Mass., Silvermasters since 1824.


emba aleutian mutation mink . . . designed by ritter bros., new york

Jewels—CARTIER hat—mr. john



the toga coat . . . sweeping, classic line in the radiant blue-taupe
of emba*aleutian mutation mink. ritter bros., 224 west 30th st., new york, n. y.;
1470 peel st., montreal • wm. h. block, indianapolis • flint & kent, buffalo. *© mutation mink breeders association

An artistic illustration featuring two hands holding a sheer, light-colored stocking. The hands are positioned at the top left and middle right. The stocking is draped and folded, showing its delicate texture. Three purple flowers with yellow centers are scattered around the stocking: one at the top right, one in the middle left, and a larger one at the bottom left. The background is a soft, blended wash of light green and yellow.

above all
for sheer beauty

Northmont

nylons

©northmont hosiery corporation



don't miss your

G O L D E N C H A N C E

■ Why let the holiday season be less than memorable
with such a Golden Chance?

A sophisticated, long-lasting fragrance that praises
feminine charm . . . use Golden Chance cologne
by Harriet Hubbard Ayer for your own pleasure
. . . send it as a gift to those you want to remember in
a special way. 4 ounce size, 1.75 plus tax.
Also in perfume and bath accessories.

H A R R I E T H U B B A R D A Y E R

5 0 5 P A R K A V E N U E , N E W Y O R K 2 2



HAL PHYFE

a sweet-scented Ayer

QUALITY
CRAFTSMANSHIP
STYLE



*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

J. Diamond

FURS

32 EAST 57th STREET, NEW YORK 22, N.Y.

NONE SO PRECIOUS



GIRL'S COAT BY TOBY CHILDREN'S CLOTHES

CANADIAN WILD MINK BY J. DIAMOND

IT'S THE FASHION . . .

IT'S ENCHANTMENT THAT LINGERS . . .

IT'S *Chantilly*

by **HOUBIGANT**

CHANTILLY PERFUME

\$35, \$18.50, \$12.50, \$7.50

Eau de Toilette \$3.95, \$2.75

Bath Powder \$3.95, \$1.50

(all prices plus tax)



NEW! "Perfume that Clings"
Chantilly Liquid Skin Sachet

A new way to perfume yourself!
Smooth Liquid Skin Sachet directly on the skin
...its warmth gradually develops the delightful
Chantilly fragrance which in this new
medium is "lasting as sachet,
lovely as perfume"! \$1.85





Elegante necklace 12.50*

Celeste necklace 10*

Rondeur bracelet 7.50*

Chansonette necklace 10*
Earrings 5*

Monmouth necklace 7.50*

Celeste earrings 5*

THE FINEST GIFTS OF ALL
IN THE GOLDEN MANNER OF

Monet
master Jeweler

available in complete sets at better stores

*All prices plus tax



Real? No—
but incredibly
like the real:

Marvella's Fabulous pearls

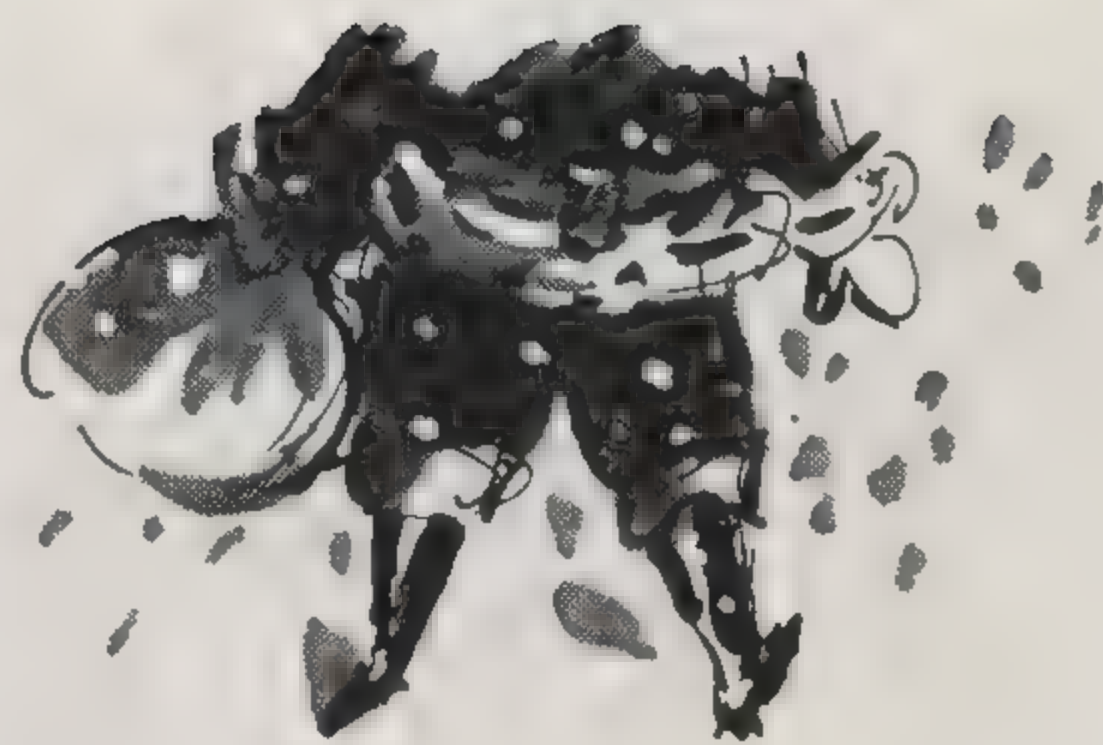
Necklaces, clasped with tourmaline: single, #V16-1, 9.95; double, #V16-1a, 19.95; gold-filled link bracelet, #V16-1b, 4.95 Gold-plated link bracelet, with rhinestone-rimmed dangle or pearl-handled pistol, #V16-1c, 4.95

All plus Federal tax. On the Street Floor, Lord & Taylor

Lord & Taylor

A vision-in-the-night:

Vanity Fair's matched set in nylon tricot; white, pink or blue. Gown, framed in lace-edged pleated ruffling. 32-38, #V25-8, 14.95
Bed jacket, a swirl of permanent pleats, small or medium, #V25-8a, 12.95 On the Fourth Floor



YOU KNOW

WARM ENOUGH? You will be in a china-doll lounging jacket that gives just the right protection from chill. Quilted rayon crepe; aqua or red with gold lining and trim; navy with cerise. By Evelyn Pearson. 10 to 18, 9 to 15. #V23-2, 10.95 Lord & Taylor



BLACK VINYLITE hat-box by Lark looks like patent leather, weighs so little. Plaid rayon taffeta lining. Zippered. 12" size #V49-3, 10.95; 14" #V49-3a, 13.50; 16" #V49-3b, 14.50; 18" #V49-3c, 15.50; 20" #V49-3d, 17.50 At Lord & Taylor Telephone Wisconsin 7-3300



BIRDS ON THE WING precious flight of fancy, for someone feminine and fragile. Copied in solid gold from a cherished heirloom by Regina Jewelry. One little bird carries a cultured pearl in its beak. #V16-5, 20.00 plus Federal tax. Lord & Taylor, 424 Fifth Av.



EVEN THE LITTLEST has her own peignoir of white corduroy—one of the charming ideas by Bedtime Story. The little collar and trimming are of pink corduroy. Appliqued teddy bear. In one year old size #V46-9, 7.95 Lord & Taylor Telephone Wisconsin 7-3300



WHAT'S COMING



OPENS FLAT, for easy access, the travel case by Celebrity, with its feather light jars, bottles, atomizer, soap and tooth brush cases. Roman striped rayon cover, waterproof lining. #V14-1, 5.95, plus 60¢ Federal tax. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



BIG GESTURE—if you're giving her a pair of the Hermes gloves (right), this ascot in identical color and fabric by Symphony would be fabulous. It solos well too. Lined in black taffeta to match stripe. #V10-7, 2.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300

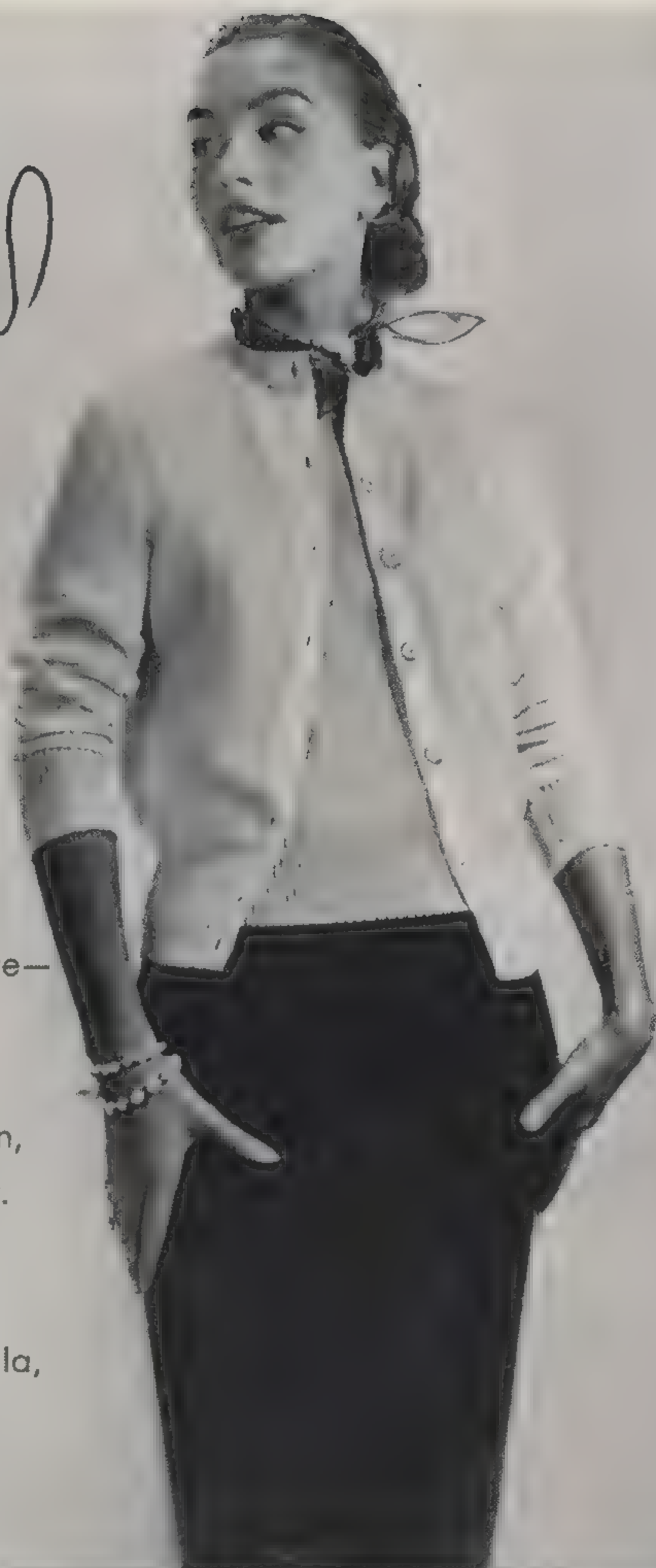


MONOGRAM classic bag by Paristyle, all leather lined. Complete with initial, outside pocket, zipped compartment and coin purse. Black, brown, red or navy calf; brown or black suede. #V9-5, 12.95 plus Fed. tax. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



SELF SEAL envelopes end all that nuisance of licking. With after-Christmas bills no gift could be more timely! By E. E. Smith. Name and address printed in blue. 225 envelopes, 125 page pad. #V17-8, 3.75 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300

Lord & Taylor

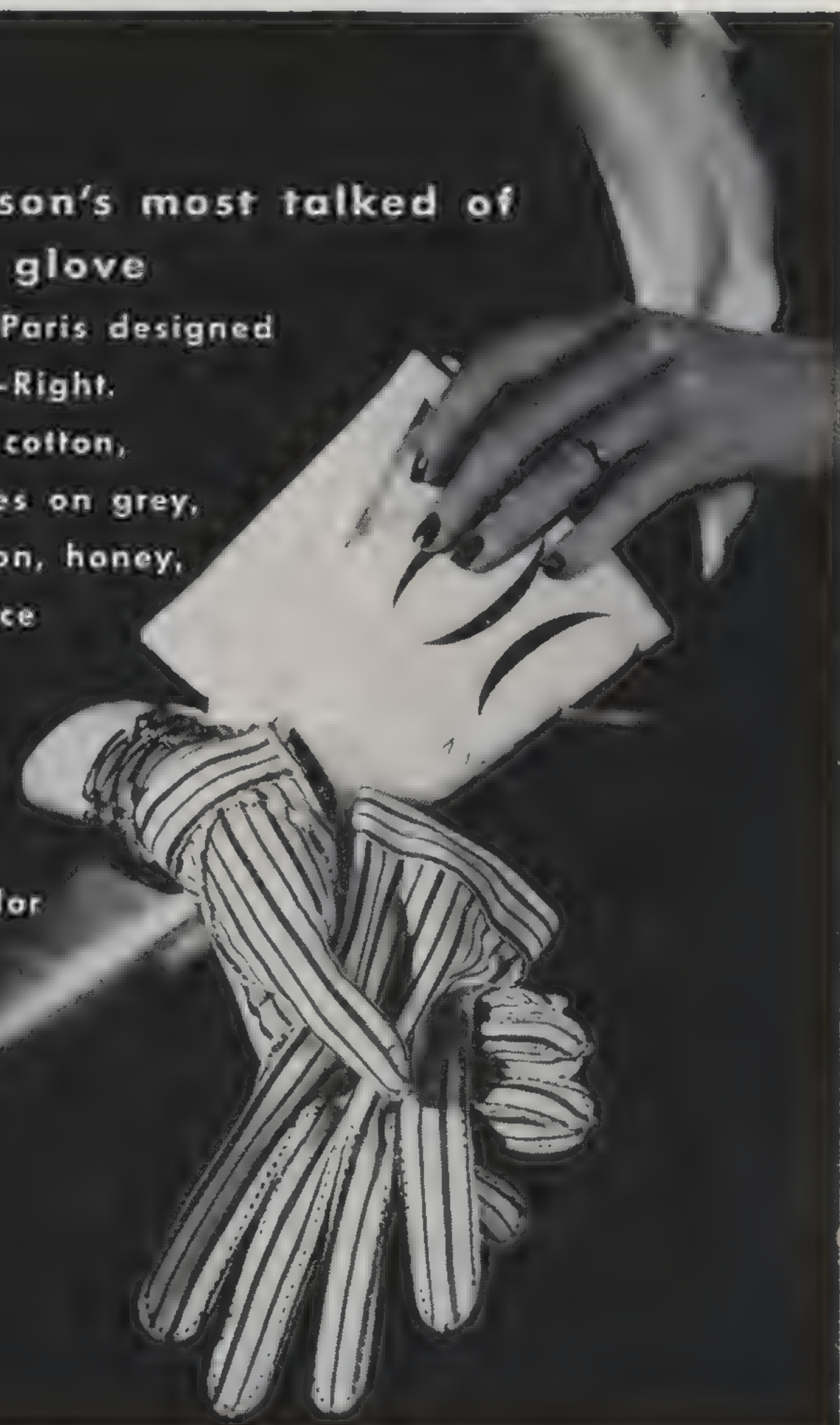


Nylon bouclé—

the frosted-texture sweater that emerges from the suds as shapely as before—without blocking. White, pink, blue, maize, cherry, navy, garnet, banana brown, laurel green, lavender, grey. Lam-nit's Nyle-Klé. Pullover, sizes 34-40, #V77-1, 8.95; cardigan, sizes 36-40, #V77-1a, 11.95 Sports Floor, Fifth

This season's most talked of glove

Hèrmes of Paris designed it for Wear-Right. Suede-like cotton, black stripes on grey, white, lemon, honey, raspberry ice or beige. 6 to 7½. #V12-5, 4.50 pr. Lord & Taylor





Efficiency Experts —

Photovue Album keeps snapshots on permanent exhibition, without pasting. #V17-4, 8.50

Letter and Bill File collects valuable memorabilia; expandable, and bound-like-a-book (to slip neatly into a bookcase). #V17-5, 9.95 Both, by Permo, in maroon, green, brown, red, grey, chartreuse, coral, turquoise, navy leather, gold-tooled. Street Floor



YOU KNOW

SMOOTH GOING: soft Kickapoo Indian squaw boots of red, turquoise or gold suede-like leather; or green cotton plaid. Foam rubber innersole. Children's sizes 10 to 3, #V39-3, 3.95 Girls' sizes 4-9, #V39-3a, 4.95 By Joceau. Give size, color. Lord & Taylor, 424 Fifth Av



SOMETHING NEW under the sun—a three dimensional green metal Christmas tree which holds 100 cards. What more festive way of showing Christmas cards? By Ideal Mfg. Co. 32" high. #V17-10, 2.95 ea. Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



PASSEMENTERIE in self color decorates the flap of this dinner bag by Magid, oval in shape and pleasant to clutch. Has coin purse, mirror. In black, brown or navy satin. #V9-7, 10.95 plus tax. From the Bag Shop, Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



METALLIC print gives an exotic touch to this workaday smock, that does double duty as an evening jacket! Red, black or turquoise Sanforized* cotton, by Gerson Kaufmann. Sizes 12 to 20, #V75-1, for 5.95 Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300 *Reg. U.S. Pat. Off.



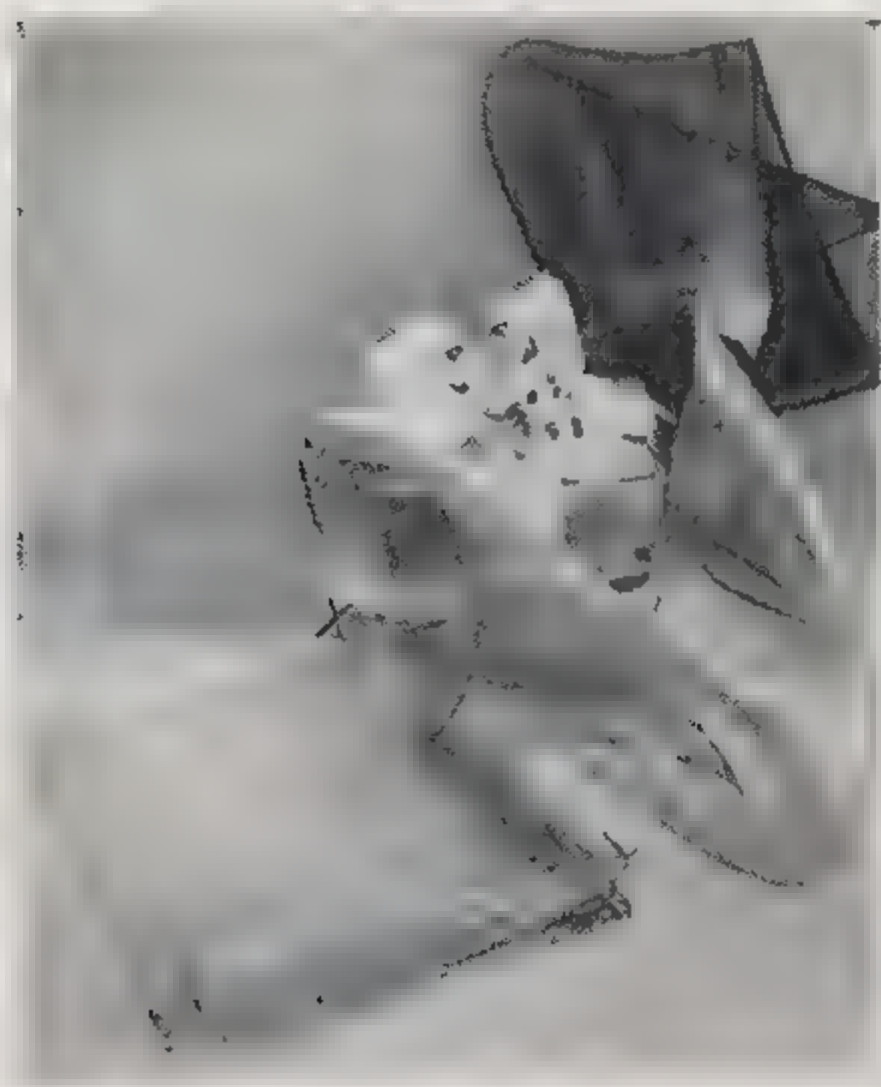
Lord & Taylor

Paired off at parties —

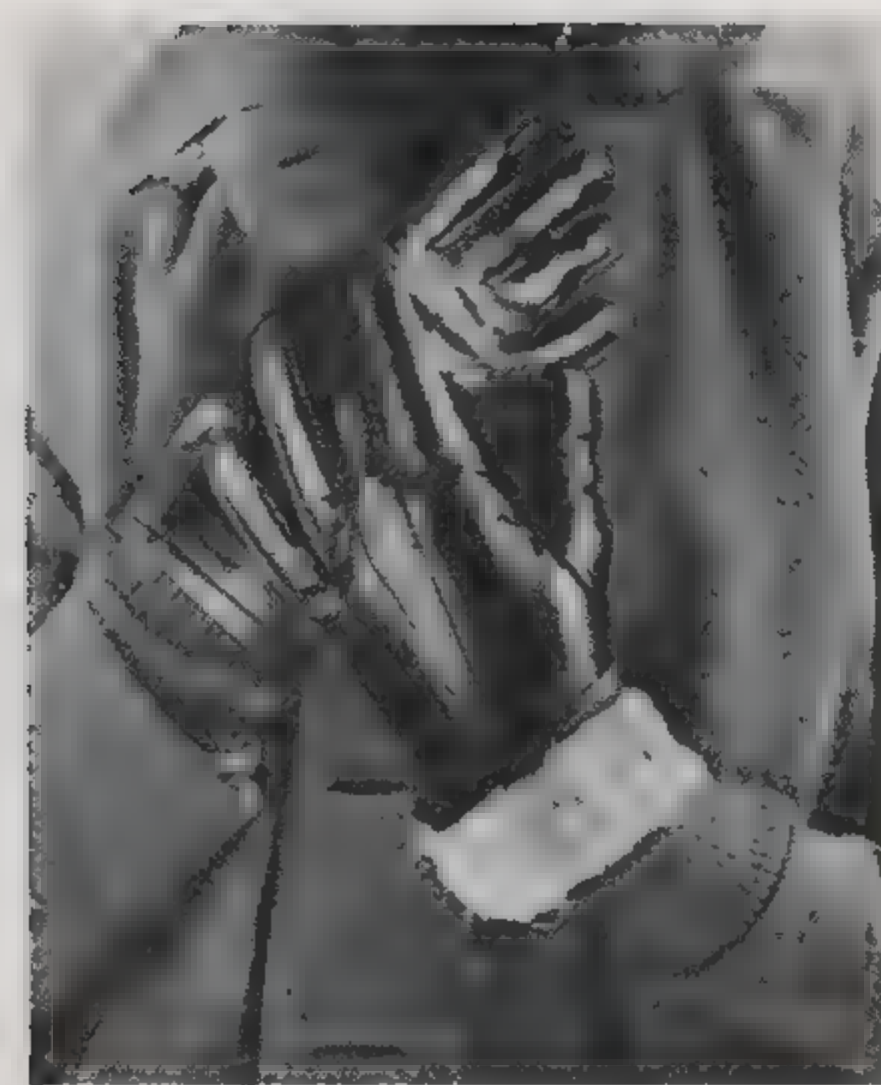
Jo Collins' blouse and bouffant skirt of crisp sheer rayon plaid, irradiated with golden metallic markings. White, pink or grey, 9-15. Skirt, #V60-1, 12.95 Blouse, #V60-1a, 6.95 Young New Yorker Shop, Sixth Floor



WHAT'S COMING



TINTED GAUZE party handkerchief in light and dark iridescent hues. Handwoven in India of pure crisp silk. With gold edge and silver cross bars, #V6-1, 1.95 each. Gold edge only, box of 2, #V6-1a, at 3.00 By Kimball at Lord & Taylor Telephone Wisconsin 7-3300



FUR LINED for a bit of Christmas pampering. Soft capeskin lined with rabbit—cozy as a pot-bellied stove. Black or brown with snug elastic wrist. Half sizes 6-8 (allow a little extra for fur) Order #V12-8, 6.95 a pair. Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



BON VOYAGE umbrella made for Lord & Taylor by Lushman, Seldis Inc. 18" long, opens to full size; nice air travel weight— $\frac{3}{4}$ lb. Navy, black, brown, wine, green or red rayon cover and pigskin handle. #V19-3, a surprising 7.95 Lord & Taylor, 424 Fifth Av.



CORDUROY jumper for a one year old with its own broadcloth blouse, the effect charmingly incongruous on one so young. In white pin-wale corduroy piped in holly red. By Grace Co. #V46-5, 8.95 complete set. Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



Understated wool jersey

the kind of blouse you can dress up or down, in town or out. By Jonbarry Sportswear. Scoop neck and armholes edged in ribbing. Black, turquoise, shocking, ivory. Sizes 12-18, #V10-8, 9.95 On the Street Floor. Telephone Wisconsin 7-3300

Lord & Taylor



An evening at home—

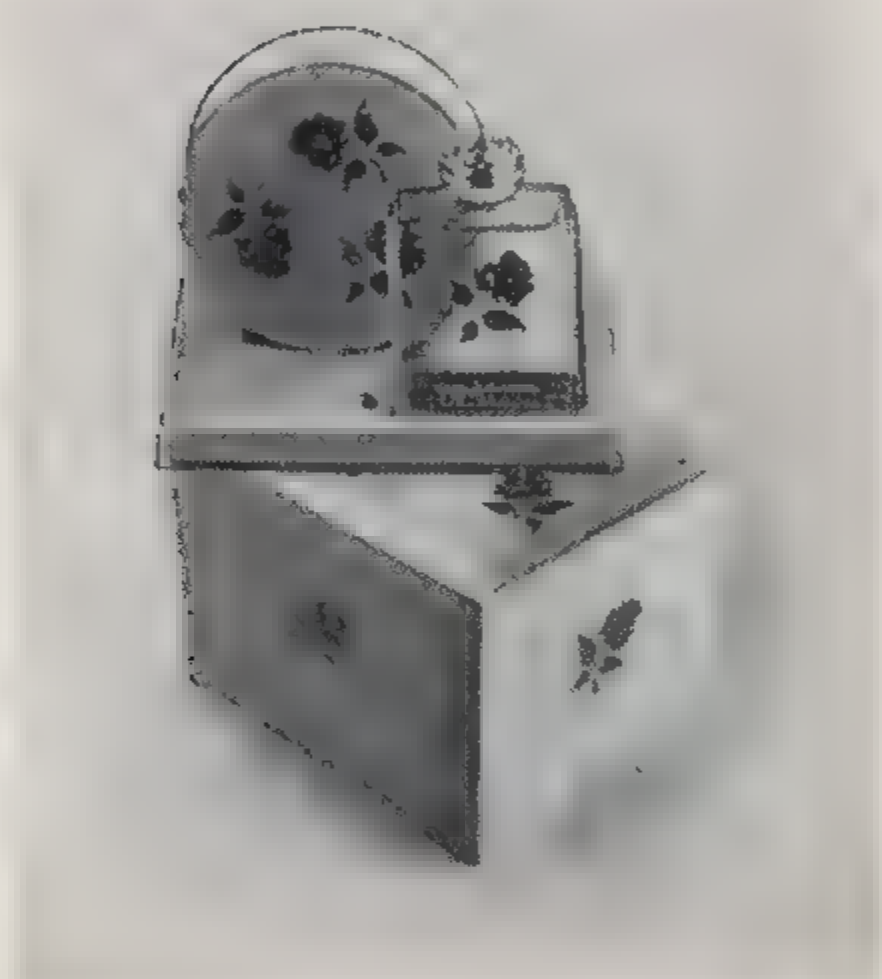
brightened by Dorian's great-skirted reception gown; wool jersey bodice, Persian-print quilted silk skirt. Blue or red; 10-18. #V23-4, 39.95 Negligée Salon on the Fourth Floor

YOU KNOW

WHAT'S COMING



TEEN AGE—an age when clothes are agonizingly important, when a new look in a sweater is world shaking. For them this double-breasted cardigan with dressmaker collar. Tish-U-Knit's lamb's wool—in light blue, navy, cherry, grey, white. 34-40, #V64-1, 7.95



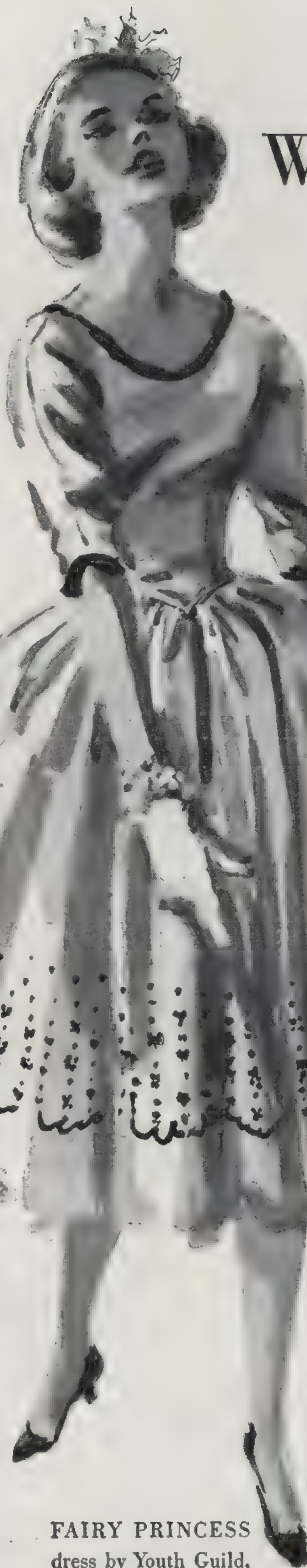
SCENTED DUO—to present to a cherished person, one who gets rare joy out of pretty personal luxuries—Tussy's Charme Rose gift set, with the Eau de Cologne and dusting powder. #V18-18, 3.50 plus Federal tax. From Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



THE FRAME-UP—remove the pseudo-tortoise frame and presto—a clutch bag! By Alan. In calf or suede, #V9-9, 12.95 (Bag only, #V9-9a, 10.95). In velvet or faille, #V9-9b, 10.95 (Bag only, #V9-9c, 7.95). Black, navy, brown. Plus Fed. tax. Lord & Taylor, 424 Fifth Av.



WHO'S WHO is made quite clear by the monogram on Midtown's calf-skin belt, clasped by a shield-shaped buckle. It's a young, fun-thing—a Lord & Taylor special. Luggage, black, brown, red, navy; 24"-30". 3 engraved initials. #V80-3, 7.95 Lord & Taylor, 424 Fifth Av.



FAIRY PRINCESS dress by Youth Guild, with a full, full skirt and a tight little bodice, bound in black velvet. In stiff rayon faille, white or pale blue with black. Teens, 10-16, #V64-3, 17.95 Lord & Taylor, N. Y.

TEDDY and ME, mother and daughter act—cute and cuddly as they come. Of beige rayon plush with blue paws and ribbon, or white with pink. #V46-8, 9.95 with Swiss music Box. Without music, Order #V46-8a, 4.95 Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



PURSE-PROUD are the lucky young ladies who receive this bag—a chunky little chest in three sizes: for children, #V215-1, 2.95; sub-teens, #V215-1a, 3.95; and teens, #V215-1b, 5.00 All plus tax. By Belmo. Red or ginger top-grain cowhide. Lord & Taylor, 424 Fifth Av.



CAPEZIO'S party slippers for the younger element. In black or red velvet with wafer heel, ankle strap and drawstring. Misses' sizes, 10 to 4, with rhinestone motif, #V39-2, 8.95 pair. Teen Agers' sizes, 4½ to 9, untrimmed, #V39-2a, 7.95 Lord & Taylor, 424 Fifth Av.



ALWAYS ROOM for this folding umbrella even in crammed luggage. It has her own initial on a simulated tortoise handle to avoid loss. Solid or plaid in red, green, wine, navy, brown, black. #V19-2, 9.95 Lord & Taylor, 424 Fifth Av. Telephone Wisconsin 7-3300



YOU KNOW

WHAT'S COMING



DOTING grandmothers please note—a party dress that will rouse quivers of excitement. Iridescent rayon taffeta with a metallic thread plaid on slate blue or rosy brown. In girls' sizes, 8 to 14, #V58-3, 10.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



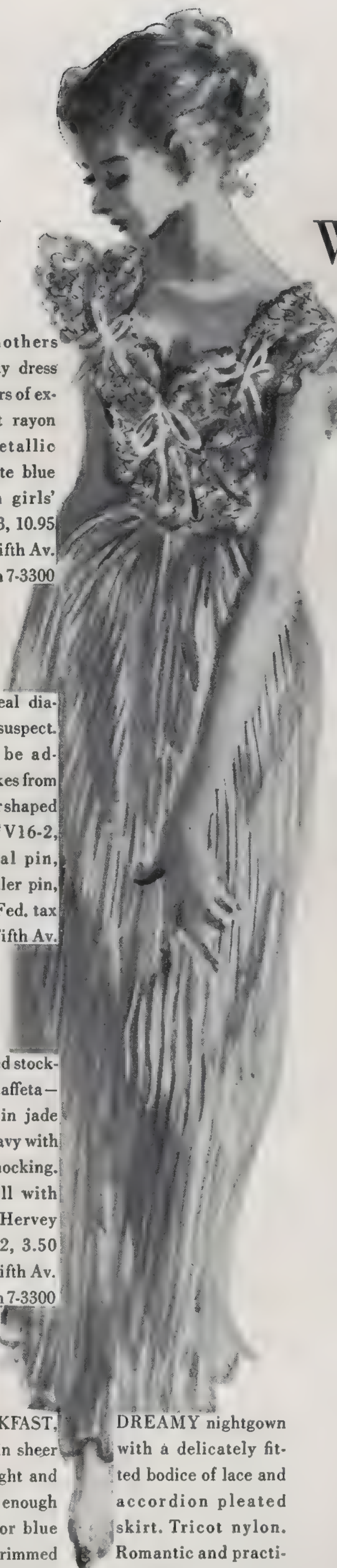
IF SHE OWNS real diamonds, no one will suspect. Otherwise they'll be admired as effective fakes from Regina Novelty. Pear-shaped crystal earrings. #V16-2, 2.95 Large crystal pin, #V16-2a, 4.95 Smaller pin, #V16-2b, 3.95 Plus Fed. tax Lord & Taylor, 424 Fifth Av.



DIAMOND* studded stocking case of rayon taffeta—very plush looking in jade with champagne; navy with pink; black with shocking. Four pockets to fill with her favorites. By Hervey Associates. #V15-2, 3.50 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300 *not real, of course.



BED-AND-BREAKFAST, a jacket for both; in sheer pure wool, lightweight and bulkless, but warm enough for comfort. Pink or blue with a delicately-trimmed decorative edging; in small, medium, large. By Riviera. Order #V23-5, 10.95 At Lord & Taylor, 424 Fifth Av.



DREAMY nightgown with a delicately fitted bodice of lace and accordion pleated skirt. Tricot nylon. Romantic and practical. White or black. Sizes 32 to 38, #V25-6, and a buy at 12.95 From Lord & Taylor

CHANGEABOUT handle bag for a young girl converts into a clutch bag by slipping out the strap. Black, brown and navy calf or suede. Also in red calf. A Charles Block inspiration. Bag, including monogram, #V9-8, 8.50 plus tax. Lord & Taylor, 424 Fifth Av.



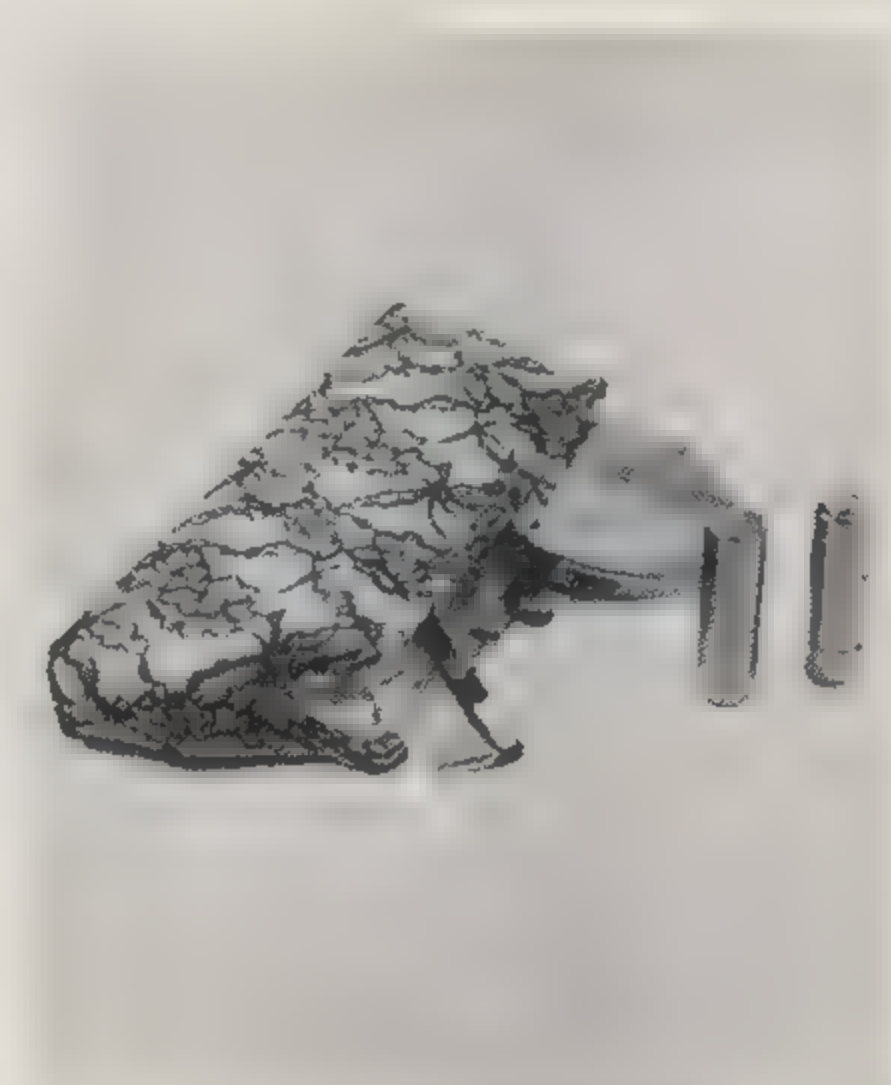
COLOGNE collection by Prince Matchabelli with all his well-liked fragrances: Beloved, Stradivari, Crown Jewel, Duchess of York, Ave Maria, Katharine the Great. Miniature sceptre flasks, securely screw capped. #V18-6, 3.50 plus Fed. tax. Lord & Taylor, 424 Fifth Av.



GOOD ENOUGH to eat—the colors in this sweater: pink, baby blue, pale aqua, yellow, coral, white. 85% fuzzy French angora, 15% nylon. By Brownie Knitting Mills. Full fashioned armhole. 34 to 40. #V10-5, 9.95 Street Floor, Lord & Taylor Telephone WIsconsin 7-3300



CLOTH OF GOLD (24 kt.) clutch bag by Majestic has an overlay design of black lace and a jewelled clasp. Completely fitted out with compact, lipstick container, perfume dispenser and comb. #V18-13, 7.95 (tax .80) Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300





You'd think these

Crescendoe gloves were suede

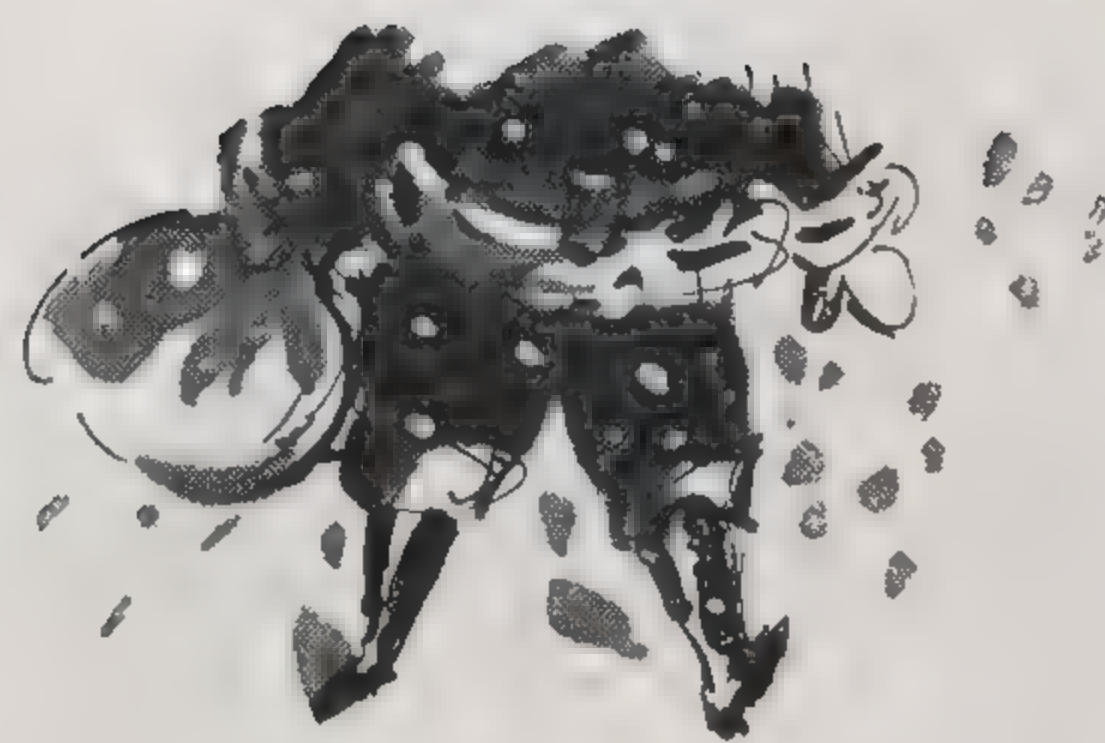
So velvety looking, so yielding to the touch. One of those double woven miracle cottons delicately handsewn. Black, white, beige, or brown. Sizes 6 to 7½. #V12-1, 3.95

Lord & Taylor



Warmest wishes—

sweaters of imported lambs' wool, hand-fashioned by Glasgo, Ltd. White, blue, yellow, beige, grey, red or navy. Short-sleeved pullover, sizes 34-40, #V77-3, 8.95 Cardigan, 36-42, #V77-3a, 10.95 Sports Floor, Fifth



YOU KNOW

LIFE SIZE doll for little sister—26" playmate, stuffed with soft cotton. Gaily printed dress of crisp percale; white pinafore. Pig-tails of bright yellow yarn. Fun to dress and undress Hol-le Toys. #V46-1, 5.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



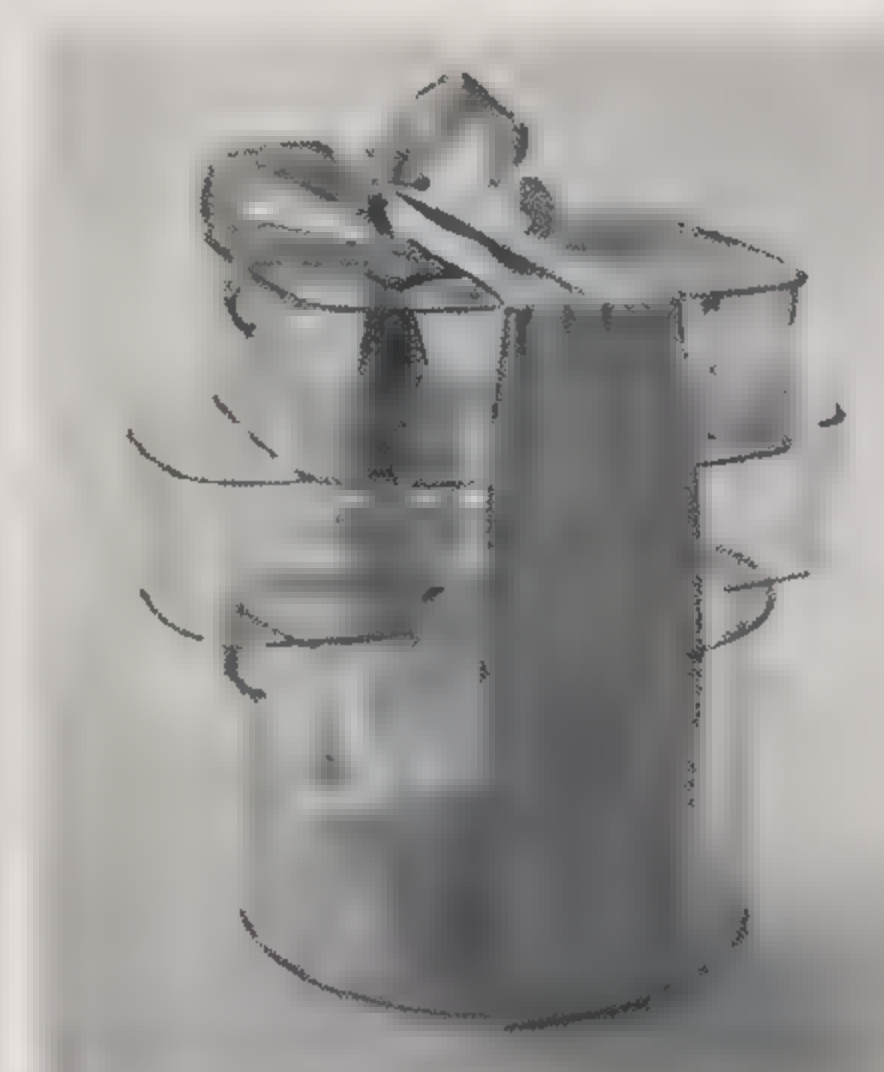
"PIGSKIN will last", so runs the old nursery tale. And so it will—provided you don't lose them. These are by Bacmo—in cork, brown or oatmeal, handsome with tweeds. Quarter sizes 6 to 7½, #V12-2, 5.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



ADJUSTABLE belt for the girl whose weight has a way of fluctuating. Nice too if you're not sure of her size. Red, black, navy or luggage calfskin belt by Annette fits waists 24 to 30 inches. Order #V80-1, 7.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



YOU CAN SEE right through these jumbo closet boxes of strong Duranol acetate plastic for gloves, handkerchiefs, and for today's tiny hats (10" in diameter). Blue, pink or cherry red bows. #V14-5, 3 for 9.75 at Lord & Taylor Telephone WIsconsin 7-3300



WHAT'S COMING



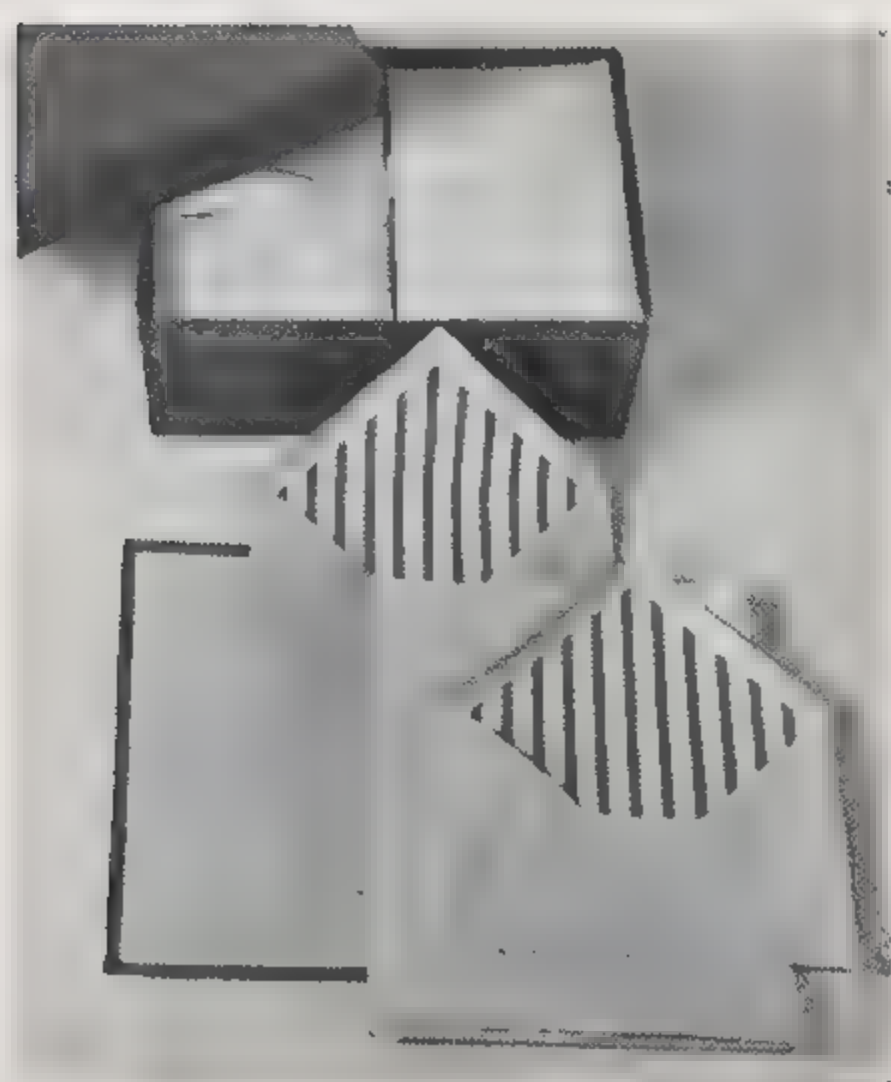
NYLON, new in a shantung weave, crisp as a cookie, with an intriguing texture. It takes repeated wearings and tubbings with grace—needs little or no ironing. By Dorothy Korby. Grey, white or navy in sizes 12-18, #V38-1, and only 8.95 Lord & Taylor, 424 Fifth Av.



MIDNIGHT POLKA—a travel bag of pale blue plastic with gold polka dots, by Tussy. It holds three ideal traveling companions; Midnight cologne, dusting powder, and lotion. #V18-11, 3.50 plus Fed. tax Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



QUILTED table cover of white plastic with a hand screened rose by Penthouse. Bridge cover, #V17-7, 3.95 Canasta cover, #V17-7a, 4.95 Matching cards in bridge or canasta, #V17-7b, 2.50 Score pads, #V17-7c, 50¢. All Lord & Taylor exclusives. Telephone WIsconsin 7-3300



JORDAN almond colors enliven this exclusive Lord & Taylor letterpaper. Pale blue paper with stripes and borders of cyclamen or a darker blue; ivory with green; grey with yellow; blush with pink; lavender with mauve. 36 sheets, 36 envelopes. #V17-18, 2.50 box



Imported Swiss Lanella—

a washable, mothproof, Sanforized flannel (50% wool, 50% cotton). Hill-Day gives it classic tailoring in two exemplary shirts: solid blue, white or chamois, #V38-2, 12.95; blue-and-grey, red-and-grey or brown-and-green tiny plaid, #V38-2a, 14.95. Sizes 10 to 20.

In the Blouse Shop, Fifth Floor



Inner beauty—Bond Street Fittings—

Lesco's matched set: wallet, four identification leaves, outside change purse, #V96-1, in cobra, 12.50*; in calf, #V96-1a, 10.00* Glasses case, #V96-1b, in cobra, 5.95; in calf, #V96-1c, 5.00 Change purse-key case, #V96-1d, 5.00* Compact, #V96-1e, in cobra, 5.00; in calf, #V96-1f, 3.95 Red, green, brown or yellow cobra; cherry-red, black, green, rose or navy calf. *Plus Federal tax. Street Floor



The Spun Sugar Blouse—

a cloud of nylon crystallized into fifty-percent-of-a-costume. Adelaar's nylon tricot, with panels of stitched tucks; in white, sizes 32 to 38. #V10-1, 9.95 On the Street Floor, Lord & Taylor

Lord & Taylor



The "Sport of Kings"—

it's Gourielli's Winner Shave Trio, a boxful of grooming aids for the man of the house—and a most handsome gift showing at the price. Shaving soap, men's talc, and after-shave lotion. #V18-19, 4.75 plus Fed. tax. On the Street Floor, Lord & Taylor

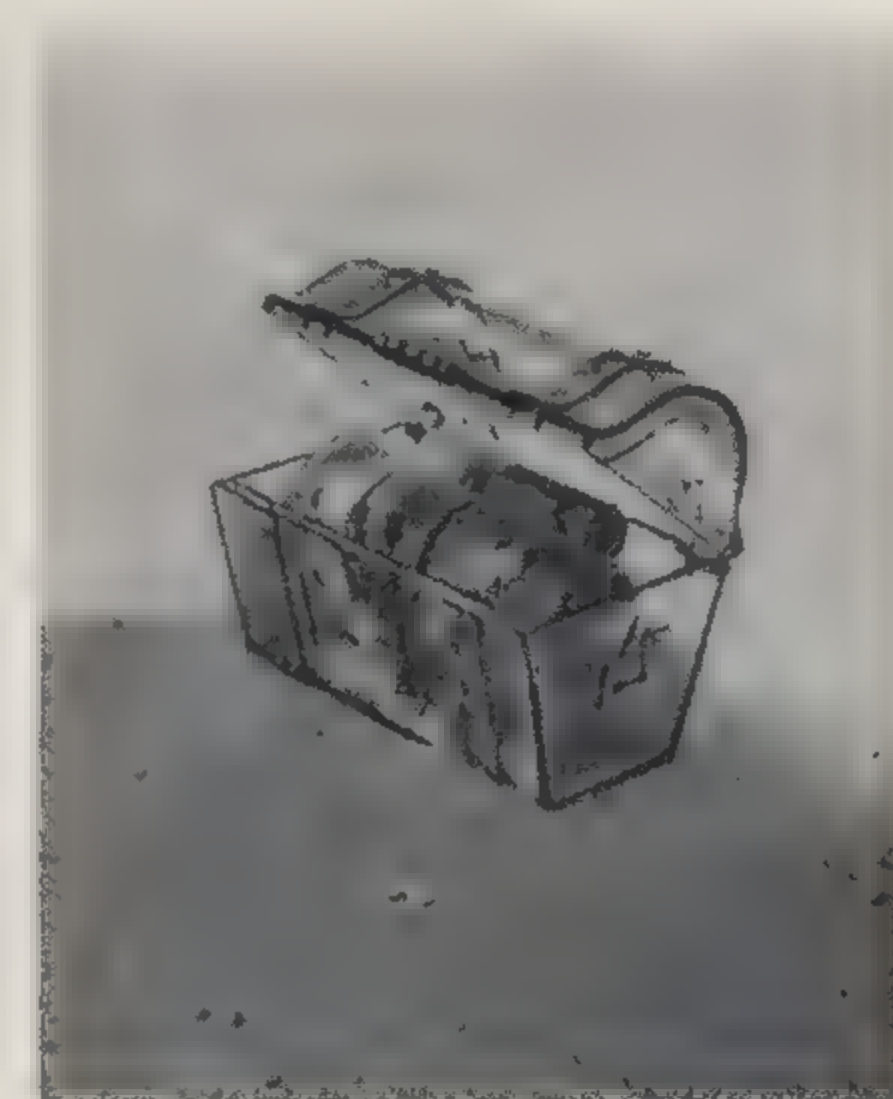


YOU KNOW

A NOSEGAY for Christmas, sheer white handkerchiefs embroidered in realistic daisies, violets, pansies or roses. Sheer cotton, tape bordered and hand rolled. By Celebritees. In boxes of three, #V6-3, 3.00 per box. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



HERB FARM treasure-perfume and toilet water in a "Queen's Ransom" lucite chest. London Mist, Night-Scented Stock, No. 37 Audley, Royal Purple, Green Moss, Queen's Ransom, White Phlox, or Lilac. #V18-9, 3.00 plus Fed. tax. Lord & Taylor, 424 Fifth Av.



ROWS OF BOWS, like migrating birds hover on the backs of these French novelty kidskin gloves by Aris. In black or white. Quarter sizes from 6 to 7½ insure an elegant, well-fitted look. Order #V12-6, 6.95 pair. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



STROKE OF LUCK for Christmas giving—four-leaf clovers with petals of solid gold, the centers of cultured pearls. By Morris. Large pin #V16-4, 32.50; small pin #V16-4a, 22.50; the earrings #V16-4b, 30.00 Plus tax. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



WHAT'S COMING



COLLIDING in the pullman corridor, bumping into week end guests, she will feel smug and well dressed in this smartly tailored pajama and robe ensemble. And no problem when it comes to luggage—it takes so little space. In a lovely soft rayon crepe—blue, wine or navy, piped in a contrasting color. Completely washable. Sizes 12-18 inclusive. From the house of Yolande. The robe, #V24-2, 8.95 The pajamas, #V24-2a, 7.95—both an unusual buy. In the Lingerie Shop, Fourth Floor Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



SENSATION of the season—this little hand-knit bolero, from the "Woman's Home Industries" in England, wool and angora in royal, flame, black, buttercup; all wool in white. One size fits everyone, 10 to 18. #V25-5, 10.95, and only at Lord & Taylor, 424 Fifth Av.



FRESH out of England—a pair of white washable doe-skin pull-ons for the present of presents. Nothing else gives a woman quite that soignée look and feel. In quarter sizes 6-7½, #V12-10, 5.95 and exclusively at Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



Our bonnie Annie Laurie cloth—

with Maxwellton's banks and braes handblocked on oyster white linen in gold, pink or grey. 54" cloth, four matching napkins, #V5-1, 8.95 54"x72" cloth, six napkins, #V5-1a, 12.95 Ninth Floor, Lord & Taylor



South-Bound After the Holidays—

the Life Saver* suit, gentleman-tailored by Kirkland-Hall for us alone. Crisp rayon suiting in white, coral, blue, pecan, pink, huckleberry, julep green, banana, beige. Sizes 10-20, #V61-1, 17.95 Second Floor

•(R) Life Savers Corp. for Candies

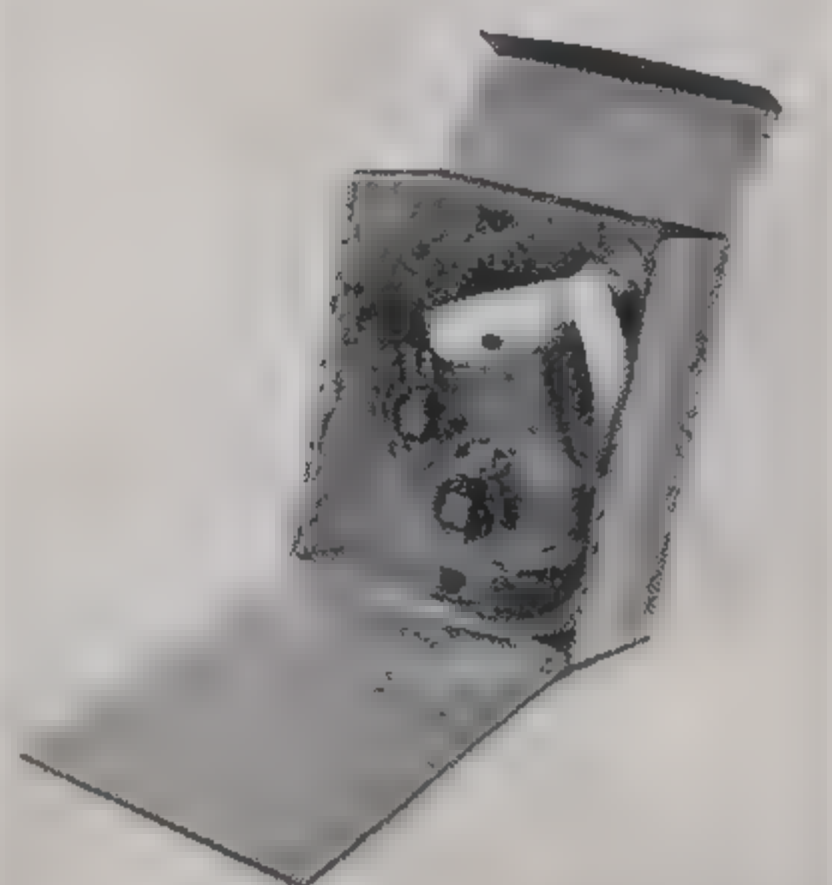
LORD & TAYLOR—New York, Manhasset, Westchester, Millburn—Within New York City add 3% tax. Postage charge outside delivery area.

YOU KNOW WHAT'S COMING



INTOXICATION guaranteed with every piece of Blum's candy. The Pink Elephant Basket holds its own champagne bottle full of almondettes, assorted "lumps and bumps" and square mints. Topsy elephant decorates a bar later. #V203-1, 8.50 Lord & Taylor

GALA holiday package: D'Orsay's Perfume Cocktail, made with three bottles of celebrated fragrances—Intoxication, Le Dandy and Divine, in a lacy ribbon-trimmed gift box. Order #V18-3, 6.50 plus Fed. tax. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



THE SATIN SURPRISE: an opulent little late-day separate with an unexpected turtle-neck top. In lieu of décolletage: absolute bareness of arms. Ivory, black, turquoise, pink-beige rayon satin. By Rita Strauss. In 10 to 18. #V10-4, 7.95 Street Floor, Lord & Taylor

THE TIE THAT BINDS separates together—a belt zipper-closed for precise fit. Fine capeskin, with a brass medallion; by Burkbe. Black, luggage, navy, red, or green. Small size, zips from 25" to 29"; or medium, 28" to 32". #V80-2, 5.00 Lord & Taylor, 424 Fifth Av.



PRETTY SPECIAL—some like to swing 'em, some like to clutch 'em. With this pearl* crested bag by M.M. you can do either. Multicolor rayon brocade; velvet or rayon crepe in navy, black or brown. #V9-2, 12.75 plus Federal tax. Lord & Taylor, 424 Fifth Av. *not real, of course.

POLISHED perfection—this bag by Coblenz with its monogrammed disc and beautifully appointed interior. Of black, brown or navy calf; also black and brown suede. (Initials free) #V9-4, 25.00 plus Fed. tax. Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300



THE FASHION for decorated sweaters hits the younger crowd. Cotton and rayon bouclé by Knitown Togs with pearl* and ribbon touches. Maize, blue, white. 7-14. Slipover, #V58-2, 3.95 The cardigan, #V58-2a, 4.95 Lord & Taylor, 424 Fifth Av. Telephone WIsconsin 7-3300 *Synthetic

THE THING is all things to all women—a housecoat, a cocktail dress. Slips on over the head. Fine wale corduroy. Black, peacock, red, gold. Misses' 10-16, Juniors' 9-15. Order #V23-3, 12.95 Only at Lord & Taylor.

HALF OF CHRISTMAS is the glitter, the never never land that lasts for a day. So wrap your gift in shiny metal paper in exclusive Lord & Taylor colors: silver, chartreuse, gold, copper, turquoise, red, pink, blue, green, fuchsia. Order #V17-17, 89¢ a 10 ft. roll.





Schiaparelli stockings,

packaged in her inimitable, faintly naughty fashion. Shocking pink with the Can Can girl cover. Ask for these colors to show you're knowledgeable:

Gala Venture—a subtle golden beige.

Definitely Neutral—taupe with a rosy nuance.

High Stepping—a deep toned beige.

Box of three, fine pencil line seams, #VI5-5, 5.85

Box of three Naturelles, seamless,

#VI5-5a, 5.25

Lord & Taylor

For those hours "after five," Don-Ell

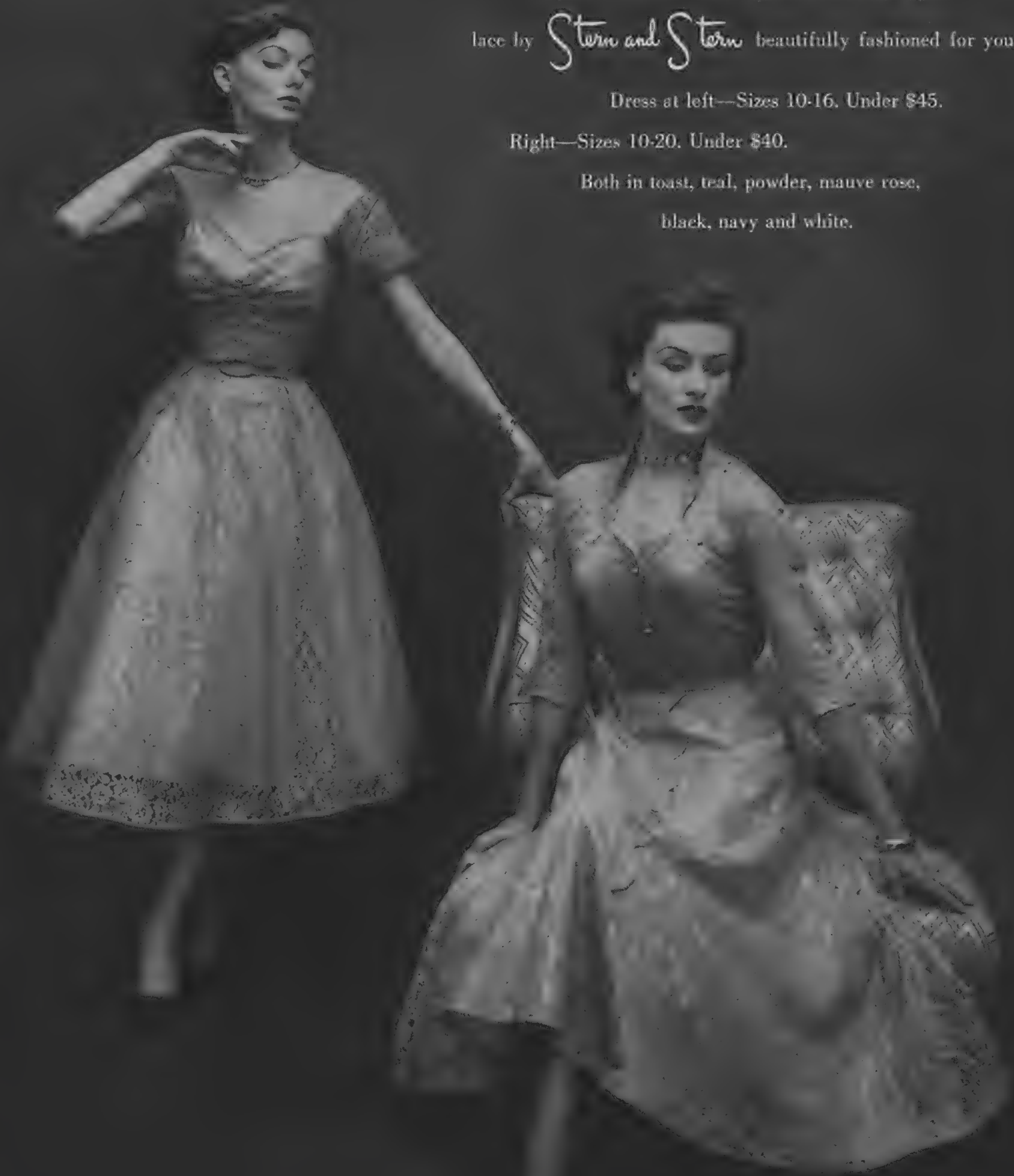
spins a fantasy with imported chantilly type

lace by *Stern and Stern* beautifully fashioned for you.

Dress at left—Sizes 10-16. Under \$45.

Right—Sizes 10-20. Under \$40.

Both in toast, teal, powder, mauve rose,
black, navy and white.



Don-Ell Fashions
INC.

1375 Broadway, New York 18, New York

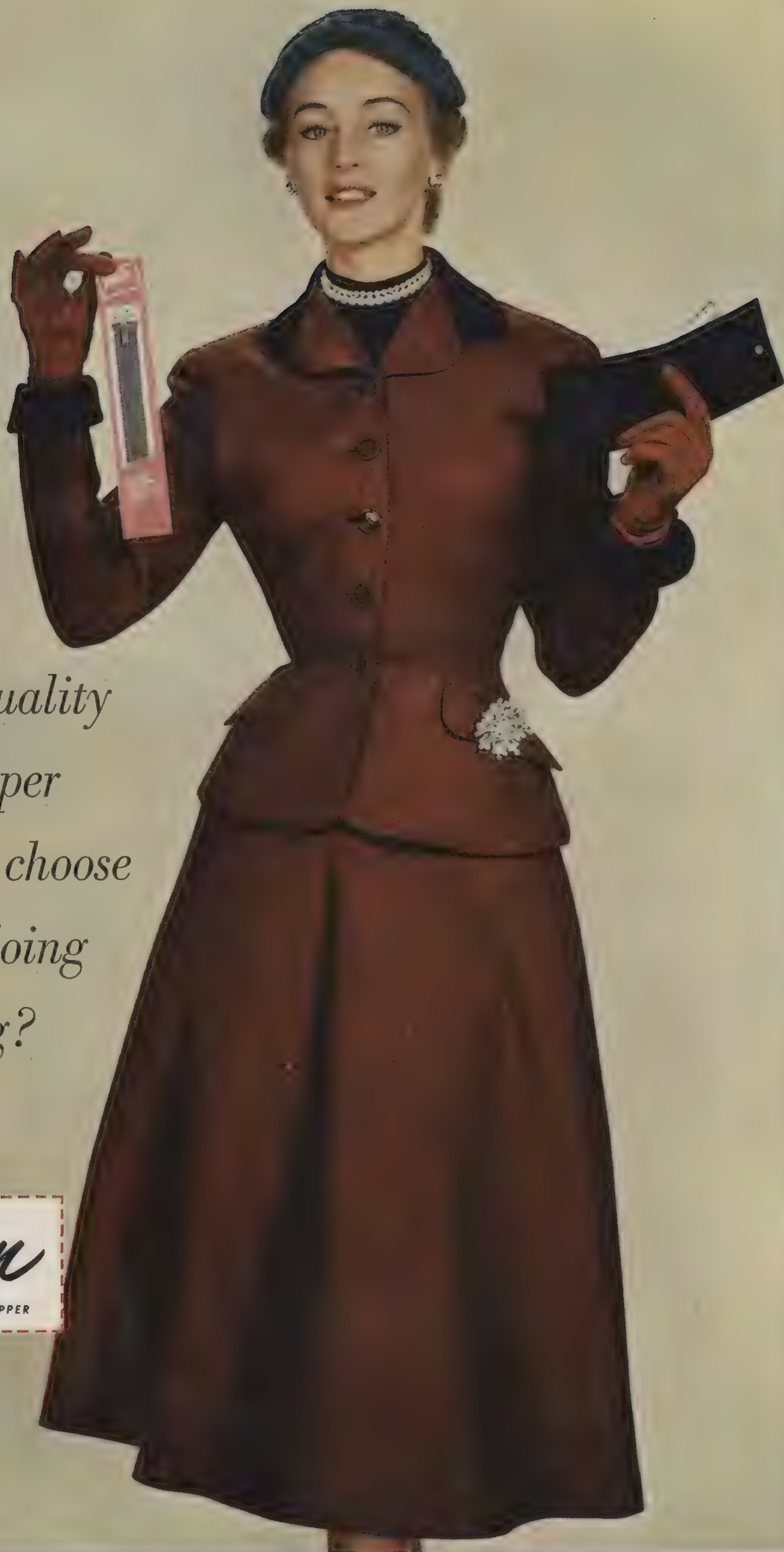
EXCLUSIVE AT THE FOLLOWING JACK ANSTENDIG STORES:

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Washington, D. C. — Krasner's	Waterloo, Iowa — Sweeney's	Columbus, Miss. — Ruth Shaps, Inc.	Mansfield, Ohio — Madison's, Inc.	Lubbock, Texas — Margo
Tallahassee, Fla. — Linden's	Manhattan, Kans. — The Vogue Shop	Indianola, Miss. — Hytkin's	Zanesville, Ohio — The French Shop	Temple, Texas — Hendler's
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shouldn't
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in the clothes
you buy...
the same top quality
Talon zipper
you'd choose
if you were doing
the sewing?*



TALON, INC., MEADVILLE, PA.





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A R T E X

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finest bath towel made...*



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unquestionably the finest towel you
can buy. Extra large bath size about \$3.95.
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fine stores, or write: Martex Department,
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*Yards of nylon lace
in the perfect peignoir
\$39.95*

The beautiful gown is nylon tricot
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"BECAUSE YOU LOVE NICE THINGS"

Sombrero.

by Nelly Don.

What a charming idea for your Christmas lists (and such a pretty way to look)! The slender-topped, full-skirted Sombrero dresses are shaped like the famous Mexican hat, made in Mexicana cotton, in gay high shades... each in its own gift box.

Regular and short lengths—small, medium and large. About 13.00.

For nearest store write Nelly Don, Kansas City, Missouri.



Gold Medal Fashion Academy Award presented to a perfumer for the first time



White Shoulders

by Evyan



The most precious of all perfumes — “White Shoulders”

*Duchess Point lace flounce from the collection (16th-19th century) owned by Evyan
other fragrances . . . “Golden Shadows,” “Gay Diversion” and “Enchanting Menace”*

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for Leading Ladies ...

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Send your gift wishes with matching leatherware that compliments your good taste. Slender wallets (with detachable pass cases) to slip in your pocket without a bulge ... key cases with identification cards and special device for detaching keys ... a wide range of companion pieces in rich Desertan, Sequoia or other lustrous leathers at various prices. At department and specialty stores everywhere.



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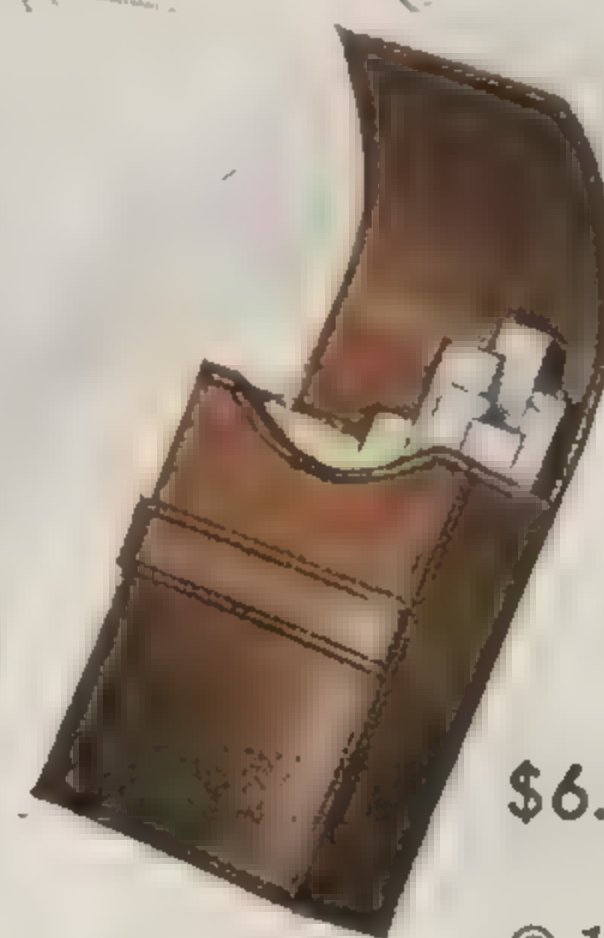
C. F. Rumpp & Sons
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\$9.00



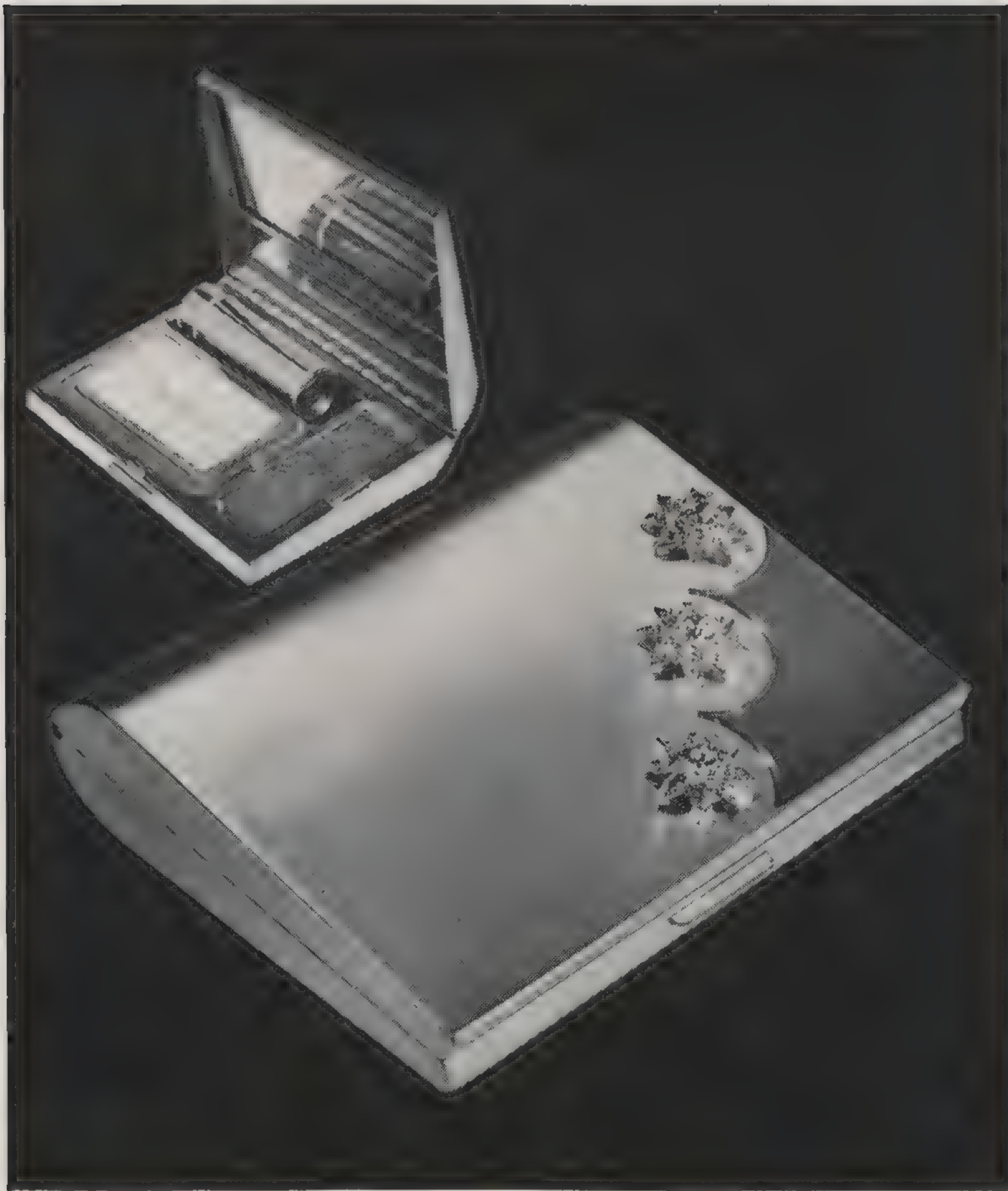
\$25.00*



\$6.00

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star-bright ideas, bejeweled by Wadsworth



The simple act of powdering your nose becomes a fabulous gesture when your compact is one of these wonderful Wadsworths. They are such stuff as Christmas dreams are made on. So dream—and drop your doting Santa a helpful hint!



Above: **SUPPER CLUB.** Wadsworth's dazzling design for after-dark drama. Silver-plated sifter case, rhinestone encrusted. \$20.00*

Left: **STAR LIGHT.** Wadsworth's wonderful "Triplette" compact for lipstick, powder, pills!

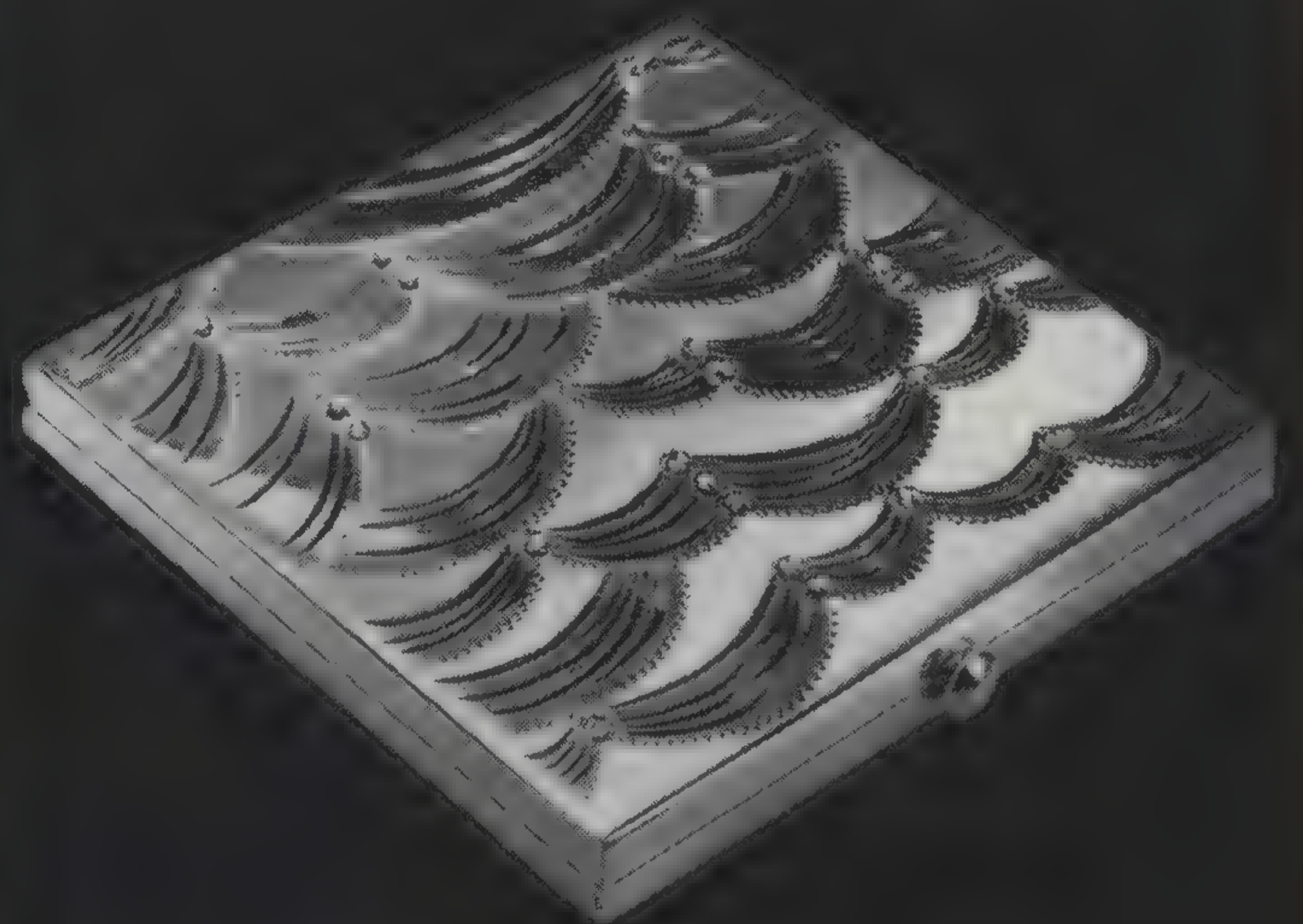
Silver-plated, star-spangled with rhinestones. \$12.95*



Above: **COCKTAIL HOUR.** Slim, soigne sophisticate—radiant with rhinestones. Silver-plated. \$15.00*

Right: **OPENING NIGHT.** A Wadsworth masterpiece in Sterling Silver. Superbly hand-engraved—rhinestone studded. \$30.00*

*plus fed. tax



Wadsworth
COMPACTS
made in the jewelry manner

NEW YORK

PARIS

NOVEMBER 15, 1951



261 years in the palm of your hand... solid silver by Towle

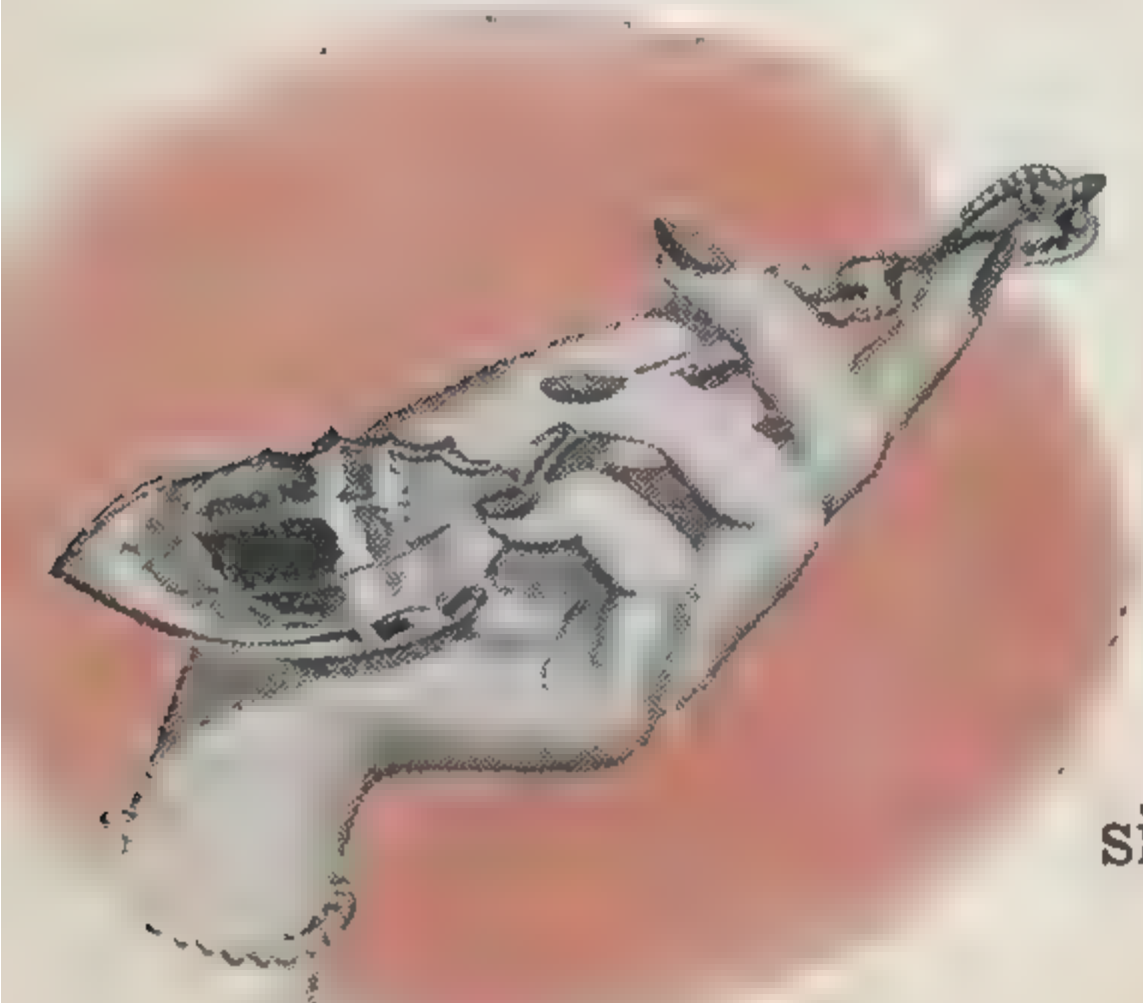
HOLD a piece of TOWLE's beautiful Sterling in your hand and you cradle the essence of more than two and a half centuries. *For Towle silvercraft traditions date from 1690.*

Whether you are giving or receiving TOWLE Sterling this Christmas,

your gift is timeless and true. Every graceful piece is solid silver, to endure through generations of Christmases, to grow lovelier with each. This ageless beauty

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TOWLE STERLING
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The
most
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Christian
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Parfum
from \$5.00 to \$100.00*
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A tuxedo coat of lustrous,
true black HAMMER BRAND
Persian Lamb... beautifully cut
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to wear everywhere! From
MAX LIEBERMAN & BROS.

Your own furrier is proud
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if you love luxury... and warm comfort...

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true black persian lamb and broadtail



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World's Largest and Oldest Producers

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but big girls dream of lasting joys

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Put her dream in the palm of her hand!
Give her an Ingber . . . the greeting she'll carry
the year long. Gala vanity-box and little clutch
in frost white or gold brocade; also in
midnight blue, bronze-brown or jet black
velvet or faille. About 8.00*

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for a Memorable Christmas

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CULTURED PEARLS

... a joy to give ... a thrill to receive

In time for a hint to *him* ... in time for your own Christmas

shopping ... lovely heirloom cultured pearls fashioned

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beauty and lustre ... enchanting now and through the years

to come. Select several of these beautiful Imperial creations for

a Christmas to remember. On display in America's

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Unique ballerina pin of 14kt yellow filigree gold, set with eight carefully selected cultured pearls, \$50.



Mabe cultured pearl earrings and ring to match. In 14kt yellow or white gold. Earrings, \$75. Ring, \$75.

Perfectly matched cultured pearl earrings in 14kt white gold, each set with a glistening diamond, \$75.



Magnificent single strand necklace, meticulously graduated cultured pearls of rare quality, platinum clasp set with three beautiful diamonds, \$350.

Imperial Cultured Pearls—the world's finest—are the only cultured pearls registered and insured for your protection.



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Emily Post



Minuet*

uses Morgan-Jones' *Minuet* on her own bed

Emily Post, foremost authority on the proprieties of nice living, says, 'I can't imagine a more beautiful reproduction bedspread than the Morgan-Jones 'Minuet.' I have the 'Minuet' on my own bed in my house in Martha's Vineyard.'

The incomparable 'Minuet' bedspread becomes young or old, traditional or modern, as your room requires. For this authentic reproduction of an antique dating from 1812 possesses not only the serene dignity of age but the fresh vitality of youth.

Morgan-Jones
TRADE MARK

Here you see the 'Minuet' on Emily Post's own bed at her house in Martha's Vineyard, Massachusetts.

Morgan-Jones, Inc.
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What better gift for Christmas! Ask for the magnificent 'Minuet' gift-wrapped at your favorite store.

*Registered Trademark

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makes Martinis dryer than dry

PHOTOGRAPHY BY HAL PHYFE

World's dryest drink is any Martini made with Dubonnet Blonde!

To make the famed, delicious Blonde-Martini, use 1 part Dubonnet Blonde to 4 parts gin.

Stir with ice; strain; serve with lemon peel twist, olive or onion...the dryest Martini ever!

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with rare wild Tussah

for a completely new

quiet luster, dry

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Dubonnet Blonde

is the new color of

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MOLLIE PARNIS "BOW-PEEP," rhinestone-tipped décolletage drama in sibilant silk taffeta.
Dubonnet Blonde; other colors. About 100.00.



follow the fashion leaders...in seamless stockings!

Hanes

smart coming...and going!

seamless new color "Jalorant-blank"!

hobri



Two divine Adelaar silks, to put under the tree or wear where the fun is. One with a cravat collar, in silk and rayon gauze sparked with the gold of Lurex non-tarnishable metallic thread. In pink, Dubonnet Blonde, gold or blue. And the other, a superb shirt of antique silk. In Dubonnet Blonde, flame, turquoise, purple, grey or mauve. Sizes 32 to 38.

Each, under \$10.



HATS BY MR. JOHN

AT LORD & TAYLOR, NEW YORK; ROOS BROS., SAN FRANCISCO; NEIMAN-MARCUS, DALLAS; FROST BROS., SAN ANTONIO; HUDSON'S, DETROIT;
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Only a very great perfume could be great in Paris!

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MARCEL ROCHAS

paris

Imported and distributed by Parfums Marcel Rochas, Inc., 1 East 57th Street, New York.

"Fawn Fantasy" . . . Lite-O-Matic, combination cigarette case and automatic lighter . . . so elegant, so practical.

1394/053

Feminine, fashionable . . . demure compact with delicate red and green tone floral design on jeweler's bronze.

1447/016

Inspired ensemble . . . matching earrings, lustrous simulated pearl necklace with lovely blue floral and rhinestone pendant, and satin silver finish compact with matching motif.

40/2059/C0

Radiant grandeur . . . luxurious Sterling Silver compact . . . bouquet design hand-engraved in 14 kt. gold inlay effect.

1290/507

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FASHION-RIGHT . . . DAY AND NIGHT

To go with everything, everywhere you go — such is the exciting magic of Elgin American fashion firsts. By day, subtle accents to add charm to your suits, your casual dresses. By night, supreme highlights to inspire unforgettable moments. Silhouette-styled, genius-touched, exquisitely-crafted — these flattering modern-day necessities become a very personal, memorable part of you. A well-placed hint will assure an Elgin American gift in your Christmas stocking!

Patrician Classic! . . . Luxurious single strand, graduated, lustrous simulated pearls. Clasp set with genuine diamond.

6/17

Regal, versatile . . . shimmering simulated pearl choker with gala rhinestone ornament . . . exquisite earrings to match. Choker provided with extra clasp so that removable ornament may be worn separately as brooch.

20/2035/C0

A fashion triumph! Detail-matched cigarette case, compact, lighter and Lipstick-Mirror . . . with exquisitely cut, hand-set stones on multi-hued mother-of-pearl.

3527/423

All Elgin American Masterpieces are beautifully packaged in gift presentation boxes.

A CHRISTMAS THOUGHT!

See Elgin American's handsome collection of men's accessories, and reward the man in your life with a briskly masculine masterpiece. He'll love you for it.

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Rogers

fabulous "Spindrift"—their new
airbourne nylon tricot in shadowy waves.
Permanently pleated into a nightdress
both delicate and enduring. Parma violet,
Cyclamen pink, black.

32 to 38, 29.95.



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Henderson Casuals

MERRY-GO-'ROUND-THE-WORLD FASHION

... designed with care to travel in style! Washable cloqué, woven for a fashionably textured look, and to lend body to pretty, feminine lines. Pointed lapels ... slit pockets to accent softly arched hips ... a deep center pleat for casual ease. Perfect for daytime worn with its own handsome leather belt. Ideal after five seen with your own pretty accessories. Yours in sizes 10-18, in white, pink, lime, turquoise, black. About \$19.95

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Milliken

Featheron Flannel—a 15% nylon-85% wool blend—light, strong, long-wearing, with a beautiful texture—and actually superior to 100% wool. Of this exceptional fabric Barsa tailors a mandarin-style housecoat . . . extremely smart, delightfully wearable—it's the new dress length. Ask for Milliken in the clothes you buy, the fabrics you sew. Woolens and worsteds by the yard at better stores. Stern Bros., New York; Chas. A. Stevens, Chicago; J. L. Hudson, Detroit; and other fine shops.

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let its
heavenly fragrance
praise you to the skies...
ever-whispering

"Someone lovely has just passed by!"



D'ORSAY

step into Munsingwear's

GALLERY of COLORS

in sculptured proportions



Green . . . VENUS (medium)



Blue . . . IRIS (small)



Pink . . . DIANA (tall)

Ask for your proportions
by color stripe.

Munsingwear Sculptured
Proportions fit perfectly at seven vital
points . . . thigh, knee, calf,
ankle, heel, instep and toe.

Step in and see colors that pay court to the color of your dress,
your hat, your furs. Colors that dare to be dramatic. Their clearness and
sheerness enhanced by Munsingwear's new beauty finish SECRE-SEAL.
Then step into this Gallery of Colors and see how impeccably they fit. Not
just in length, but around every inch of your pretty legs, whether
you're petite, medium or tall. In colors like these, your legs belong
on exhibition!



SHOES BY EVINS

Munsingwear®



POODLE SCUFFS

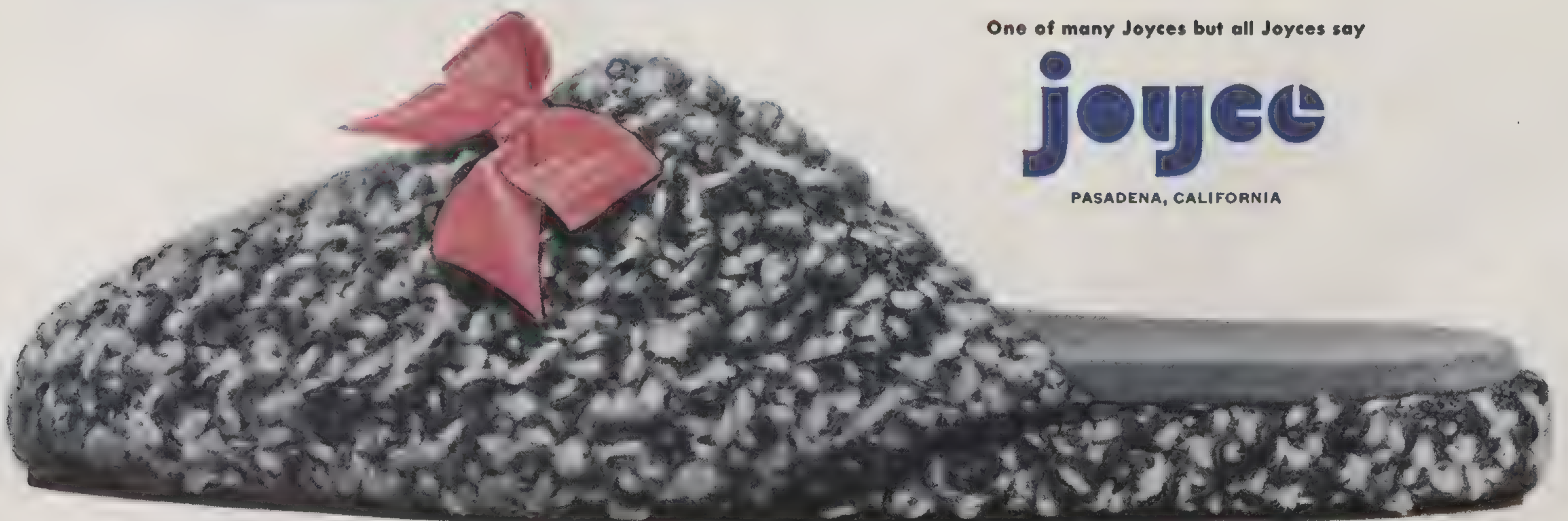
woolly-warm, fleecy-soft,
and tied with a yule-bright bow...
these engaging stay-at-homes
please giver, enchant receiver. In grey
poodle cloth, as shown; also white,
black and brown... \$4.95. Just one of Joyce's
wonderful new *Lamplighters* for leisure hours at home.

(No mail orders, please. Write, we'll tell you where.)

One of many Joyces but all Joyces say

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PASADENA, CALIFORNIA






... Are they Cultured?

they're *Le Cultra xx*

A NEW BRAND BY

Richelieu



Exquisite
Presentation
Jewel Case, \$2.
Not subject
to luxury tax.

Large cultured pearls are now very popular ...
and practically unobtainable.

Their exorbitant cost has established an enormous demand
for a pearl with all the characteristics of fine cultured pearls.
The Richelieu Le Cultra xx brand, recently created

Defy Detection

One Strand Necklace, \$5 ... Two Strand Choker, \$10 ...
Two Strand Bracelet, \$5 ... Earrings, \$3 up ...
Ring, \$5. Plus tax. At all better stores.

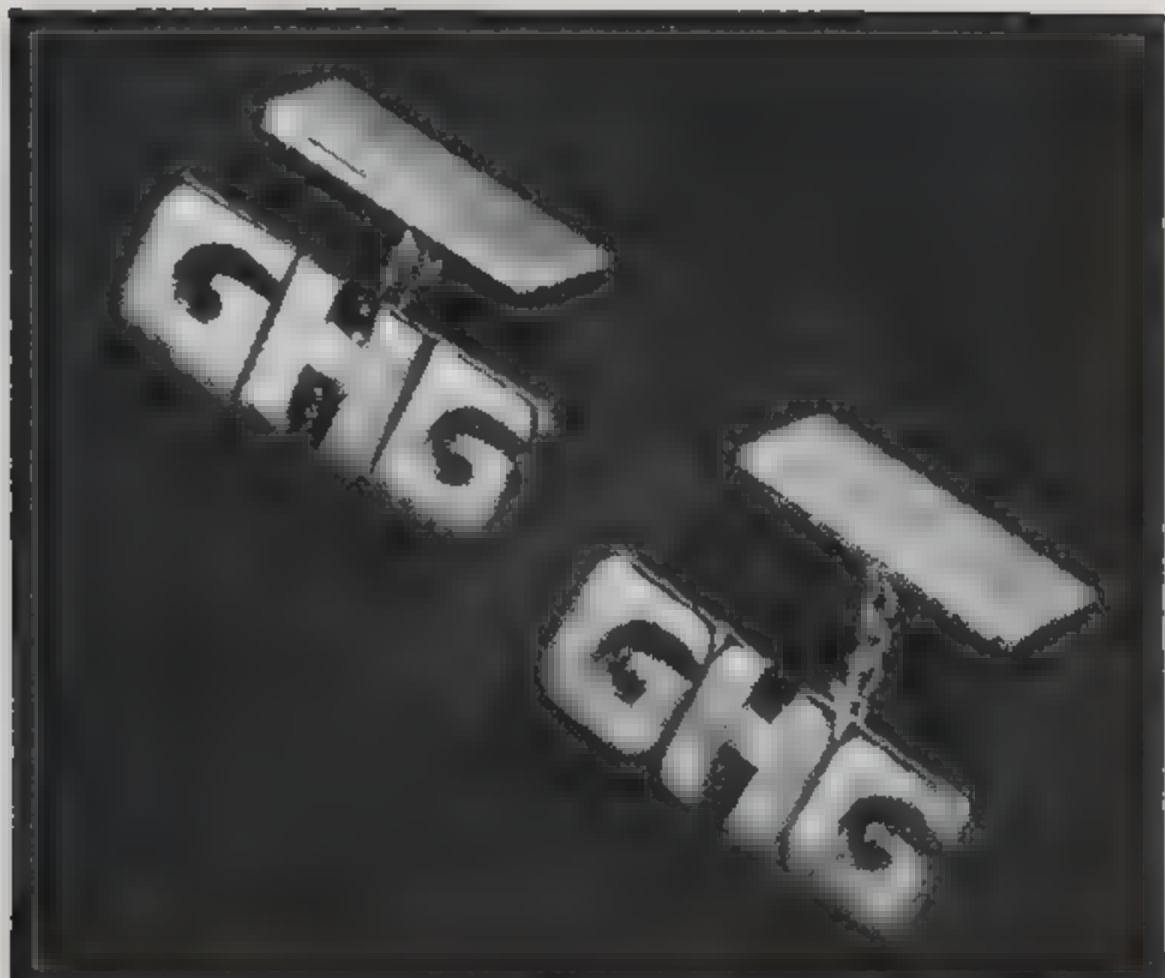


The Richelieu label is your guarantee.

For name of store nearest you write: JOS. H. MEYER BROS., 389 FIFTH AVENUE, NEW YORK 16, N. Y.



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The Man On Your Mind

will wear these cuff links to the office on December 26th—we bet you! They are beautifully handmade of sterling silver, and his cut-out monogram linked to a sterling bar will make him the best-cuffed man in town.

\$8.40 inc. tax and postage

Sorry, no C.O.D.'s or stamps

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24 Kt. Gold-Plated Jeweled Folding COMB



\$5.75

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folded,
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date on orders of 4 or
more.

Distinctively styled—a dainty accessory in any handbag, day or evening. Tortoise shell finished comb—case opens into long handled comb. Choice of diamond, ruby, sapphire or emerald colored brilliants. Comes in flannel bag in gift box. Send check or money order. We know you'll like it. If not, return within 5 days for refund. Mailed direct with your card if desired. 2-day service, first class mail.

Same comb (without brilliants) engraved, **\$3.75**

For men, block initials, leather case, **\$3.75**

Order Today. Write Dept. V. for Circular.

CULBERTSON PRODUCTS

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Madison, New Jersey



Robt. E. Lee
Rides Again!

SUPERBLY DETAILED
Authentic mounted Miniature of the immortal Confederate General, molded in metal, painted in full dress colors by C. B. G. Jouets of Paris! **\$5.00 Ppd.**

Also!
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Napoleon
Charlemagne
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Joan of Arc
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St. Louis



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CORR'S new catalog (below) lists and illustrates an exciting array of Heraldic Ornaments and Regimental badges in 14kt gold and silver plated metal.

NEW CATALOG 25¢

of CORR'S MILITARY MINIATURES: lists and illustrates hundreds of authentic miniatures by figure artists of U. S., England, France, the Orient; unpainted castings, molds and materials to make your own figures; a special section devoted to HERALDIC ORNAMENTS, Military books, miniatures of famous horses.

CORR'S MODEL & HOBBYCRAFT CENTER OF THE WORLD

812-818 9th St., N.W., Dept. V-O, Washington 1, D.C.

LOUNGING JACKET OF TIE-SILK—

outside as well as inside. A handsome luxe Christmas present. It comes in many colours, in plain or printed silk; this one, grey, yellow, and white on black, with black facing and lining. At-home jacket in ready-to-wear sizes, small to large, \$125 at Calvin Curtis, 60 East 55th Street, N. Y.



READING JACKET. A fine, new idea for men, we

think: simply a pair of sleeves on a sawed-off top, but just the right thing to wear for reading in bed. In silk-lined silk, plain or printed, in any colour; we suggest copper, blue-lined. \$38.50 at Bronzini, 5 East 52nd St., N. Y.



PYJAMAS WITH A LONGER JACKET. Sulka calls

them siesta pyjamas; Shop Hound calls them a luxury. Christmas idea for the man who travels to warm climates on his holidays—Morocco, the Virgin Islands. The silk jacquard pyjamas in five clear colours . . . blue, yellow, green, grey, tan; in four sizes: A, B, C, D; \$65 at Sulka, 661 Fifth Avenue, N. Y.

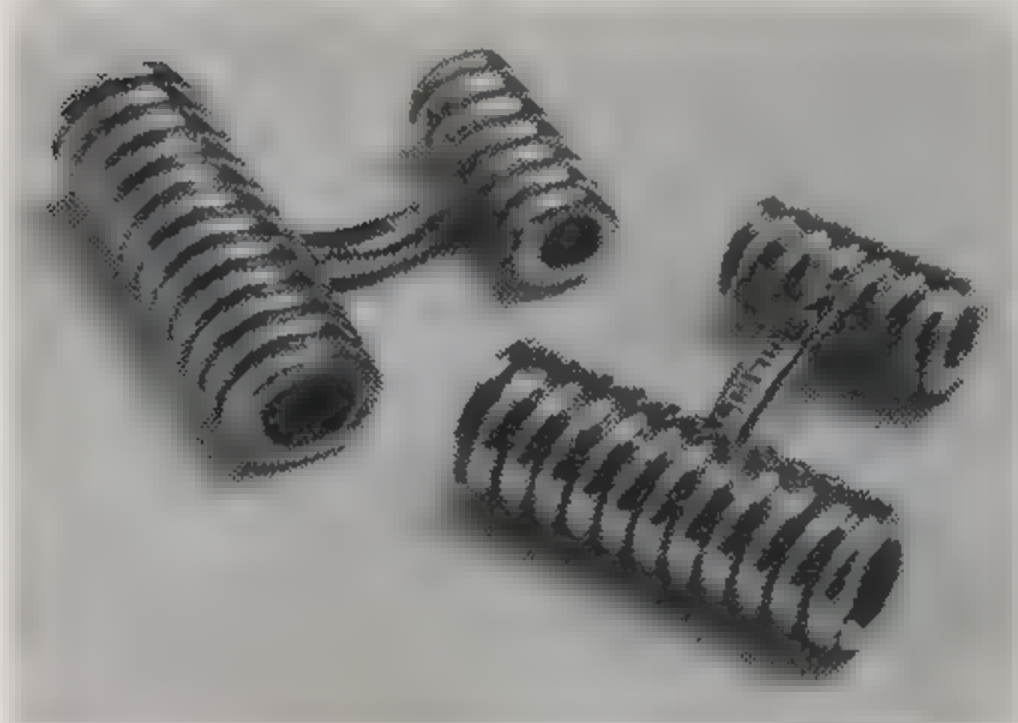


COLLECTORS' COLLECTION—lead soldiers wearing the uniforms of the American Revolution, the Mexican War, the War of 1812. The hand-painted soldiers, 2½" high, \$3.75, made by Military Miniatures, 1384 Lexington Avenue, N. Y.

FOLLOWS THE MEN



FLANNEL PULL-OVER, present for the "family men" on your list. This is the idea: a washable, lightweight shirt. It can be worn as a pull-over, over other shirts, or as a shirt alone; can be tucked in or out. Details—the two-button closings; the side vents. In grey flannel; as well as in tan, navy-blue, white, green (small, med., med. large, large, extra large); \$15. John Blye, 565 Fifth Ave.



RIGID-BACK CUFF LINKS of sterling silver, like miniature pipe lines with grooves. \$7, including tax, ppd. Wayne Silversmiths, 546 South Broadway, Yonkers, N. Y.

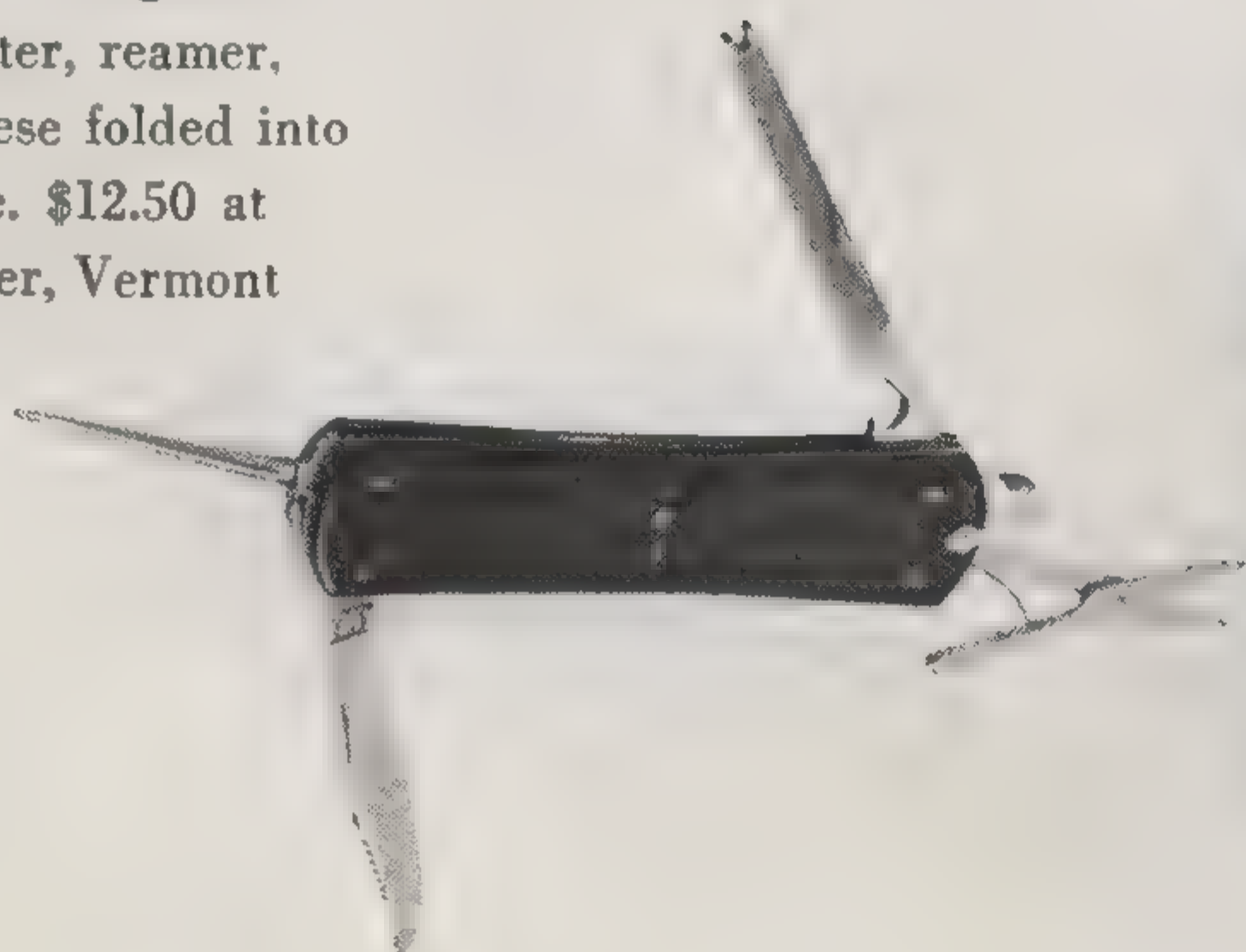


SLEEPING COAT, twentieth-century adaptation of the old-fashioned night-shirt—there the comparison ends.

Now, it is knee-length, belted, with three pockets, and in Fuji silk (Japanese silk—looks like silk broadcloth). That's why we added it to our Christmas shopping list.

In sizes small, medium, large, in the natural cream-white silk colour, \$25 at Andrew Shirtmakers, Inc., 218 Madison Ave., N. Y.

FOR THE FISHERMAN'S POCKET, a fly-fisherman's knife with everything he needs: scissors, screw driver, disgorging (magnetized for selecting flies), file, cap-lifter, reamer, tweezers, pointed blade. All these folded into a non-slip, unbreakable handle. \$12.50 at Charles F. Orvis Co., Manchester, Vermont



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Nap in cozy comfort 'neath the soft warmth of this 100% imported virgin wool throw. Specially shrink-controlled to keep its shape and fine texture through countless washings.

Hand-woven basket weave, extra large: 54" x 72".

A wonderful gift!

In eight lovely solid colors:

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yellow, wine, heather,
beige, sea green,
and mink brown.

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We're first to have it in this good-looking button-down man's shirt. Wonderfully soft... beautifully detailed (box-pleat back, for instance)... vat-dyed and washable. Blue, grey, wine, tan checks on white. Sizes 14½-17½. **7.50**

Narrow pure-silk knit tie to wear with it... black, brown, grey, wine, dark green. **3.50**

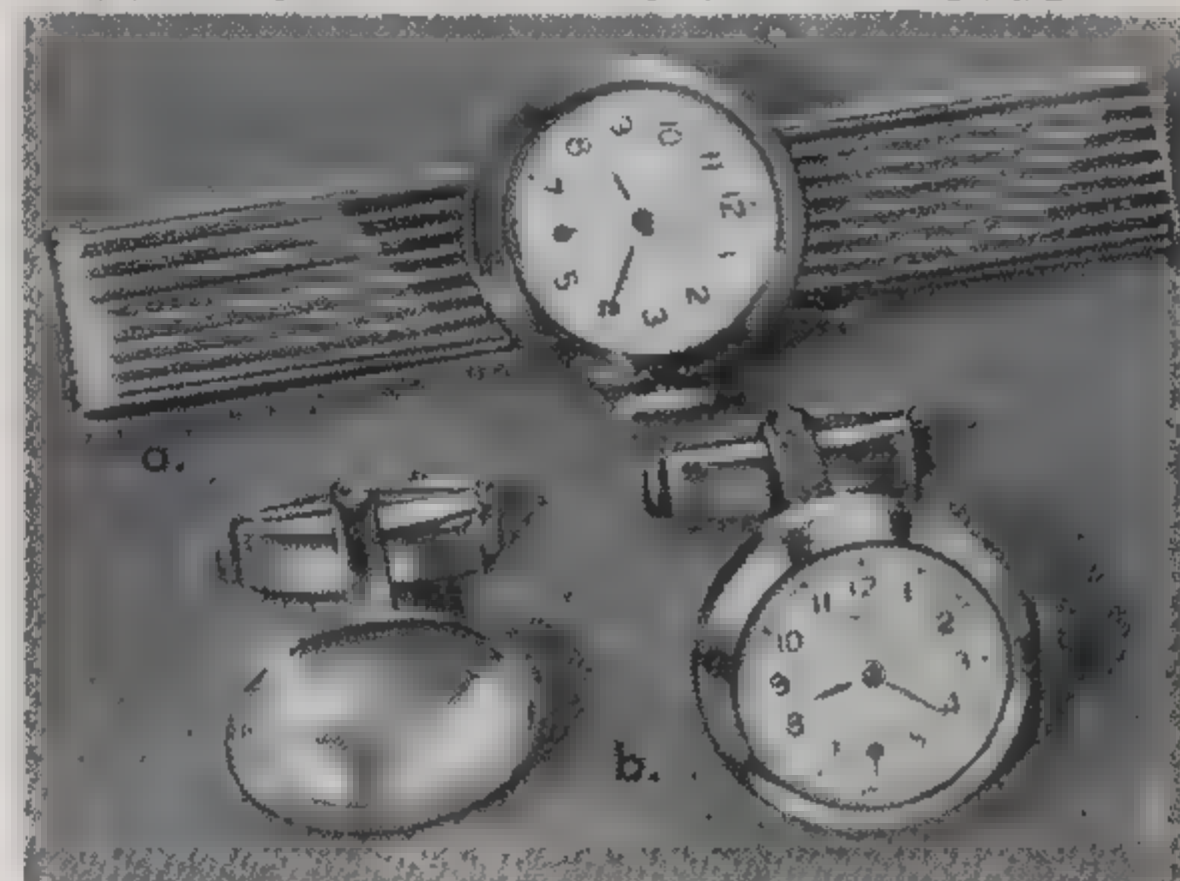
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BROOK'S BEAUTIFUL WATCH LINKS AND CLIP



The finest gift of all for the man who has everything. A fine, 7 jewel guaranteed swiss movement set in a brilliant rolled gold plated cuff link set and tie clip. Watch in cuff link set is one link... other link is companionably styled. Clip can also be used for money clip.

a. Tie Clip—\$25 b. Cuff Links \$25 pair and 10% Fed. Tax—3% Sales Tax in N.Y.C.

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Cigarette case size, precision-built opera or sports glasses. Snap open or closed in an instant. High optical efficiency lenses with 3½ power magnification (large 26mm. objective aperture). Adjustable focus and retractable eyepieces. A slim 4" x 2¼" x ½" closed, to slip into pocket or evening bag. Metal case covered in genuine sharkskin leather, in Green, Tan, Navy, Red or Brown. \$15.00 complete, postpaid. (No C.O.D.'s.)

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Christmas calls for TELE-TRAY*

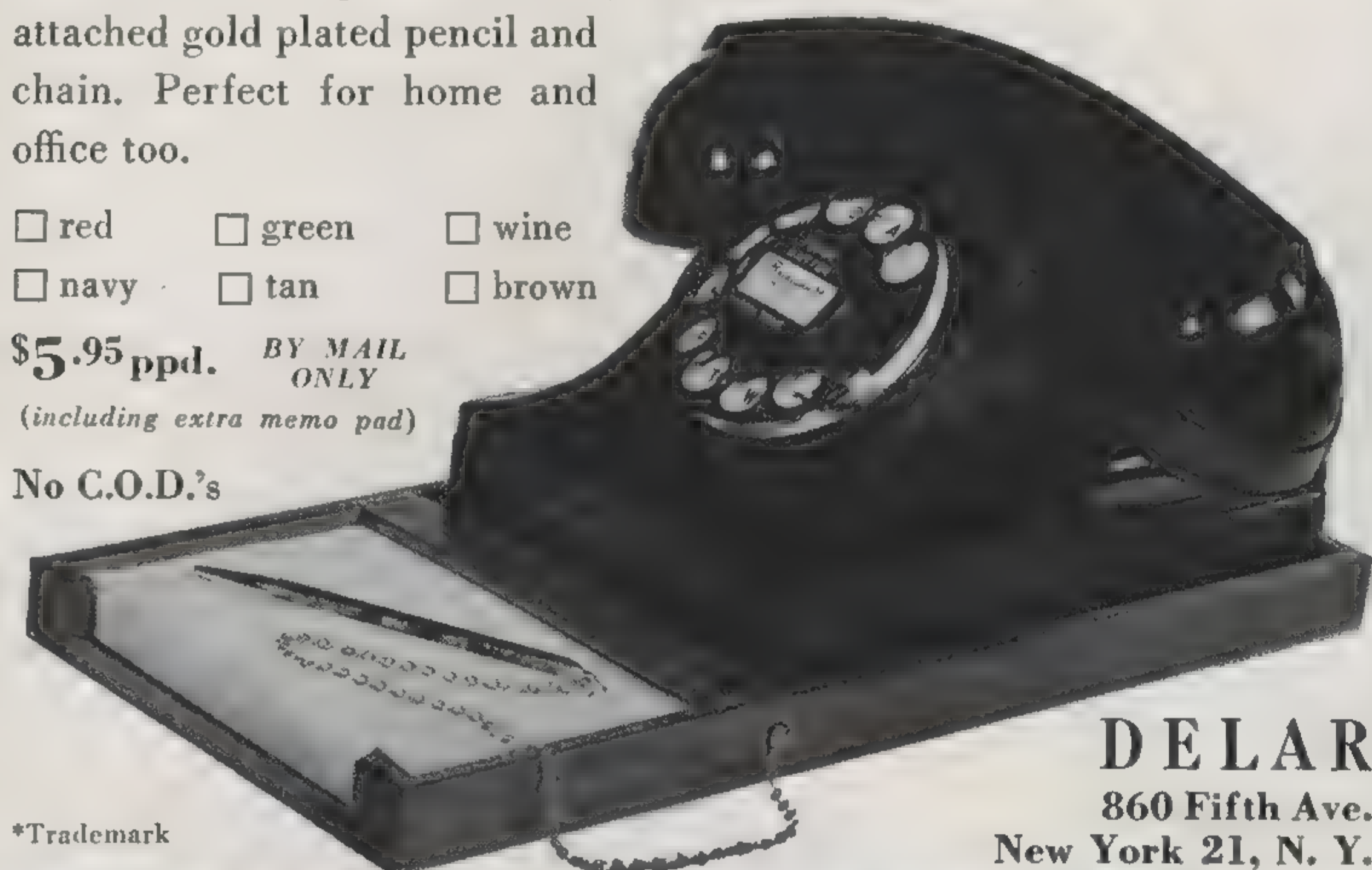
The gift that makes telephoning a pleasure, with pencil and pad always at hand.

Made of handsome 24 K gold hand-tooled top-grain cowhide, TELE-TRAY holds telephone, memo pad and attached gold plated pencil and chain. Perfect for home and office too.

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- Wash easily
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- No ironing
- Wear longer
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- No shrink

Here's wonderful, washable nylon for men, in trimly tailored, luxurious pajamas. They're 100% nylon, with elastic sides, adjustable waist. Sizes A, B, C, D—in blue, tan, green, maize. Wonderful gift, and an excellent buy at **\$11.85**

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STERLING SILVER OR GOLD ON STERLING

Our craftsmen combine good design with skillful workmanship to give you links to be worn and cherished for years.

A — OBLONG — Shaded block letters, swivel back.
B — ROUND — Script letters, double faced back.

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\$4.50 TAX INCL. POST PAID

FIVE DAY DELIVERY
Including 2 or 3 letter monogram (Underscore last initial)
Write for catalog.

Wayne Silversmiths, Inc.
HAND WROUGHT PRECIOUS METALS
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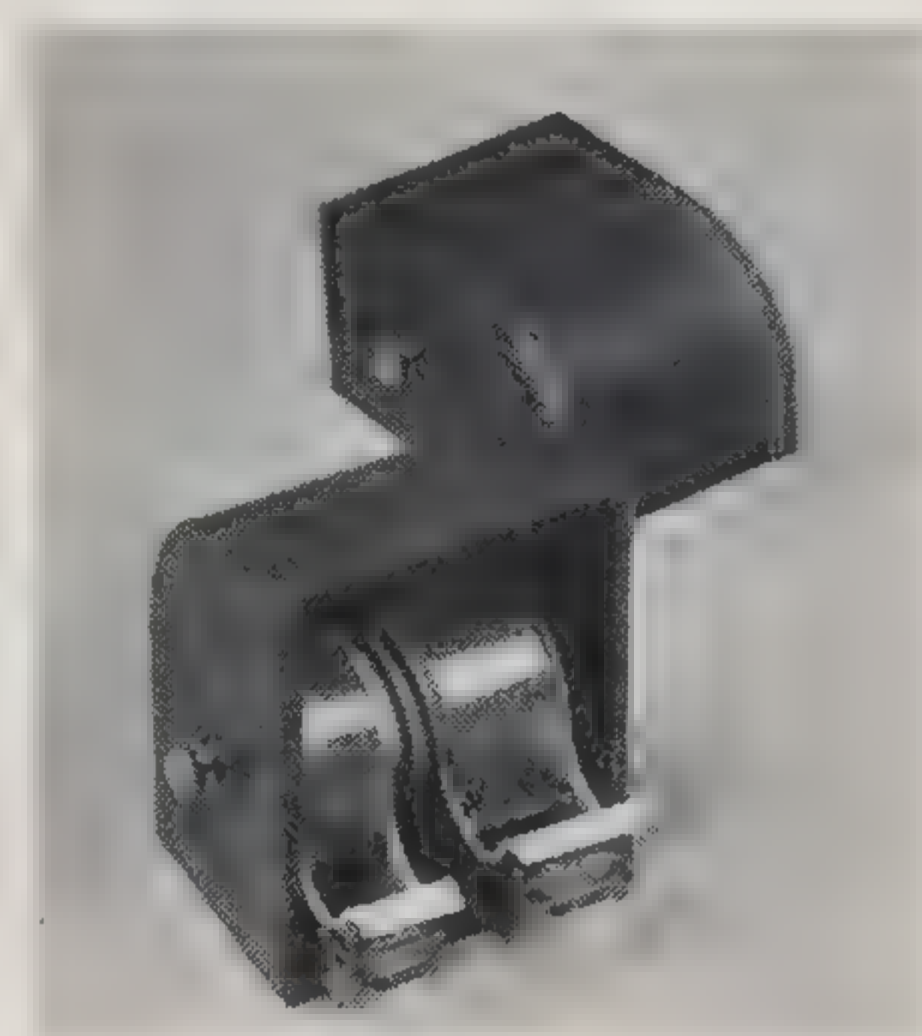


SHOP

SPOTLIGHT and at the same time a magnifying glass. Shop Hound, who is a kind of sleuth, finds it has endless possibilities. Now watermarks on stamps are that much easier to see; small print on maps; the fine details in photographs. The light at the base of the magnifying lens works with standard pen-light batteries; makes enough light to light up total darkness. Our pet find in chrome, complete with batteries, \$6 ppd. at Crow's-Nest, 475 Fifth Avenue, N. Y.



UN-STANDARD DESK EQUIPMENT. Now, a house for Scotch tape (and Scotch tape for the house). Cowhide case (embossed in gold), in green, red, mahogany, wine, blue, honey—right size for the toe of the Christmas sock. \$3.50 ppd. Blach's, Birmingham 3, Alabama.



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WALL STREET
FOR DISTINGUISHED MASCULINE APPEAL
The finishing touch in his grooming

Buy direct from the Perfumer!

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☐ WALL STREET SHAVING LOTION \$1.50
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The Super Cocktail Shaker

Normal 32 oz. Monogrammed Shaker.....\$3.95
"Mr. Big" 100 oz. Monogrammed 15" Shaker.....\$9.95

Our "Mr. BIG" goes right to the good-natured heart of your favorite male! This Super Shaker handles 100 ounces of cocktails at one time! Tall (15") and handsome in his chrome top and pourer. Three initial monogram makes it personally his (or yours). Allow 2 weeks for delivery... please print monogram desired.

Mr. BIG.....100 oz.....postpaid, \$9.95
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FREE! Brooks Big new Gift Catalog

YOUR KEY TO XMAS GIVING

CADILLAC

DISTINCTIVE CREST CAR KEYS
For a key person at Xmas, here's a very special gift. Whether he drives Buick, Ford, Plymouth or other standard make car, crest car keys and key chain "keynote" your good taste... make him extra proud of his car. Each set is skillfully crafted and beautifully finished in Jeweler's Bronze and Nickel Silver, bears authentic crest of his own car. Back of crests may be personalized by your jeweler.

Set of two crest keys in gift box **\$3.00**
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IMPORTANT: Specify make and year of car
Write for FREE Gift Folders

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"Hurry! Hurry! Get your ticket here for the most sensational act of the century. Watch the Little Lady as she quivers, shivers and shakes!" A 60 cycle, 7 watt motor in the bronze figure moves her skirt with a perfect Hula motion. Overall lamp height 22" with 16" velveteen shade in Red or Green, \$22.50 postpaid (No C.O.D.s).

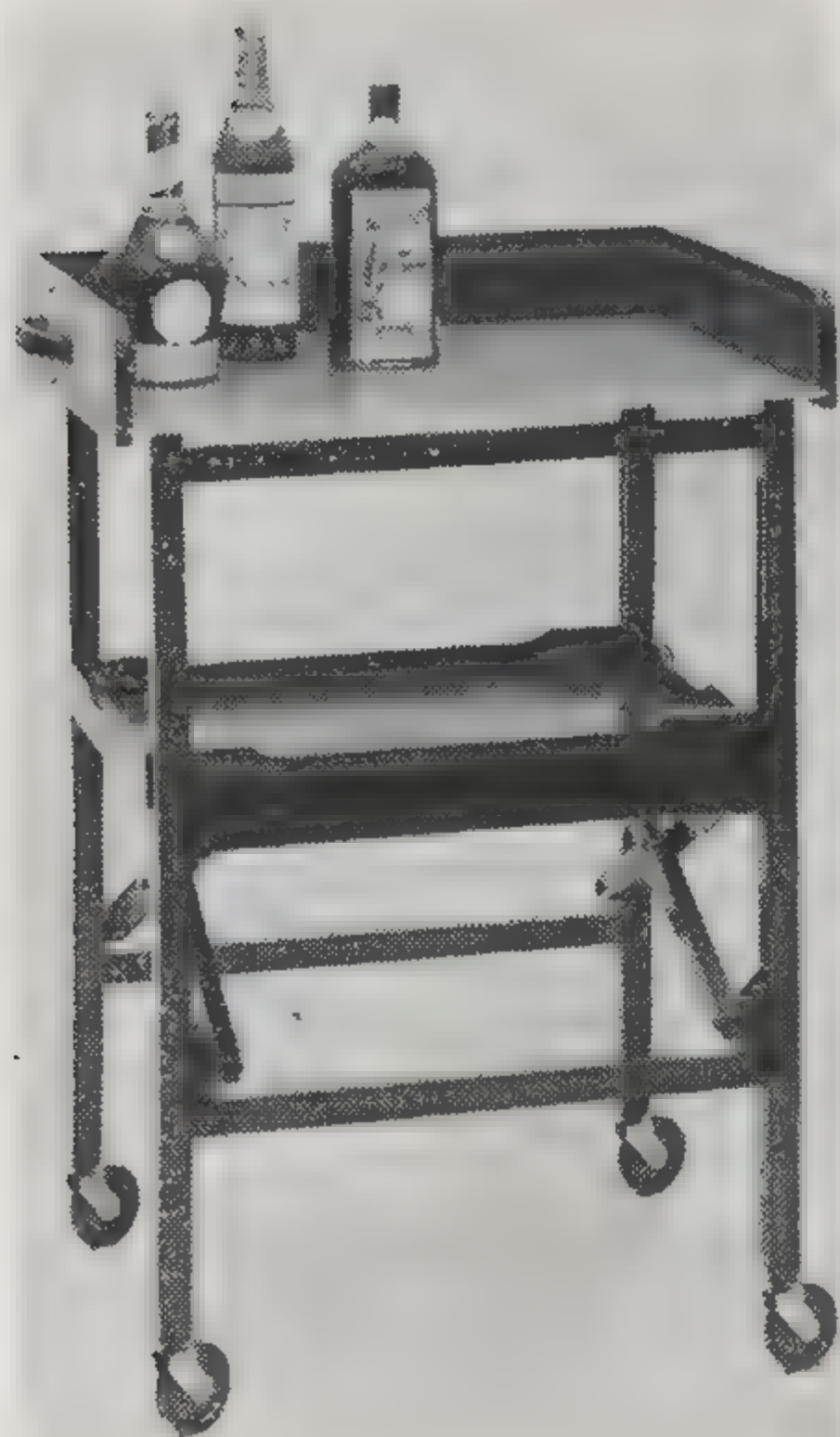
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the GAME ROOM

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HOUND

FOLLOWS THE MEN



LIKE JEEVES, this bar cart gives perfect service; can follow you from room to room during a cocktail party; rolls silently, steadily on rubber casters. After the party, it retires from sight, for it is collapsible, stores easily in a minimum space. The two trays (18"x25") are, quite logically, alcohol-proof. 34" high, in natural or mahogany finish with ivory, red, green, brown, pseudo-leather. \$42.50 exp. coll. Mastercraft Products, 212 Summer St., Boston, Mass.



A NEW LEAF, an ever-present thought at the end of the year, especially pleasant when it is a loose-leaf address book. This one, 6"x7½", made in England, with leather index tabs and cover, which can be dark red, blue, green, or scarlet, is \$20 plus postage. MM Co., 400 Park Ave.

I'm giving him Sulka's COSMOPOLITAN TIES

...the ties he chooses for himself: the crisp, full-bodied silks that knot to perfection. There's a new collection in variations of check, herringbone, basket-weave and tweed effects, in tones of blue, brown, maroon, green. Made in Sulka's workrooms and sold only at Sulka shops. \$7.50

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AN ASSORTMENT FOR YOUR SELECTION SENT ON REQUEST



12-Piece Crèche

This perennial favorite will delight your family for years to come. Made of durable metal and carefully hand-painted.

Price \$3.50 postpaid

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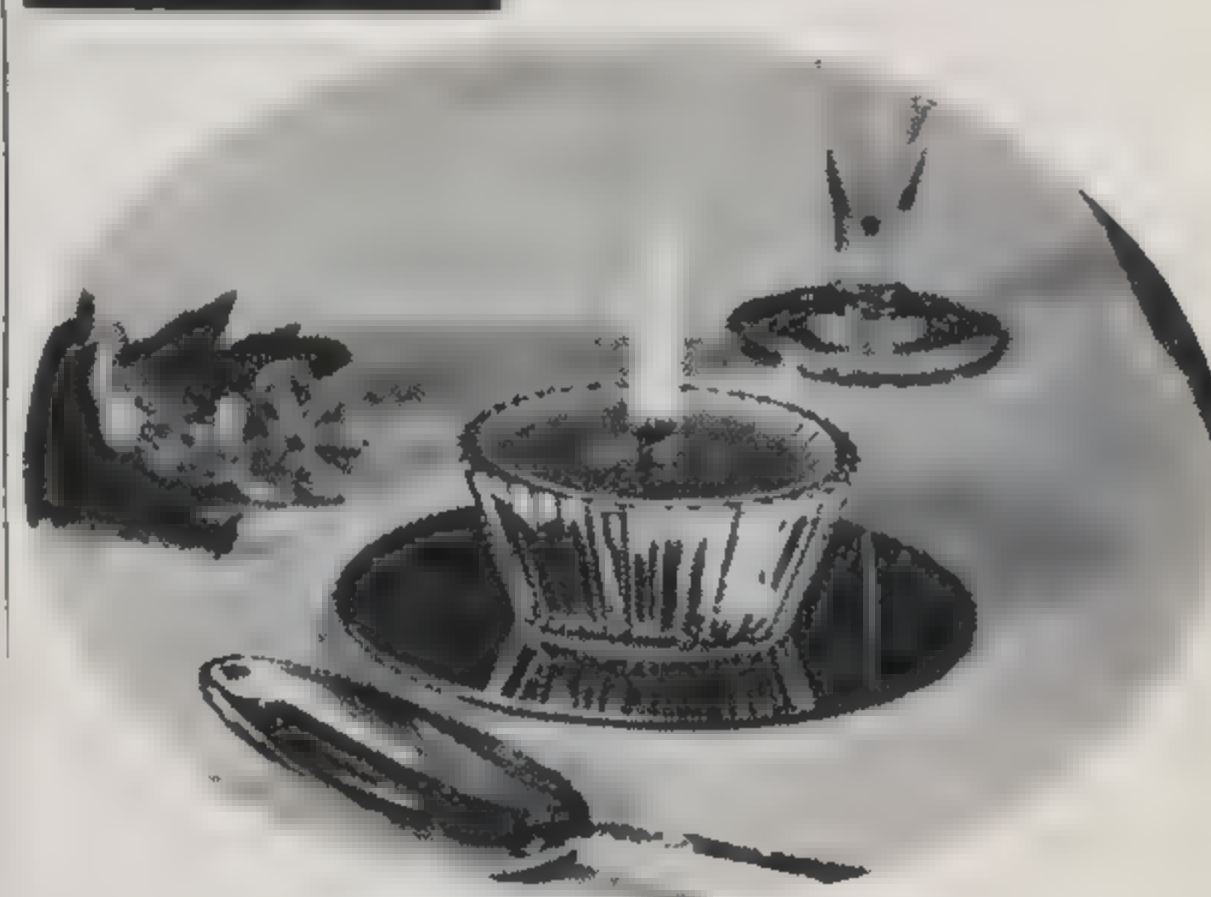
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make dinner
more delightful



These stunning wax candles-in-glass give meals and parties the light touch at each setting. A 3-inch mirror reflects the soft candle-glow, and the fluted crystal holder adds a beauty all its own. Candles will burn for 2½ hours. Perfect for giving or keeping.

Set of 8 candles in assorted colors, holders and mirrors, per set now only \$2, postage paid
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designed TO TURN HIS HEAD

Your head too will surely be turned when you see this tie. His name hand-painted in oils creates an original design — guaranteed not to fade or damage in cleaning. An ideal, custom-made gift — exclusively for him. Be sure and send your Christmas order today. Print name clearly, state color (maroon, black, brown, beige, red, light or dark blue, yellow, gray, or green), and return address. Send check or money-order. (No C.O.D.'s please.) We pay postage. You must be completely satisfied or money returned.



Silk \$5.00
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For Sartorial Security

DAPHNE - in grey on mauve ground
ACROBATS - in red trunks - black ground
AMERICAN - in national colors & gold
CARD ROYALTY - in playing card colors

Brocade ribbon
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Leather or cord ends
Suspenders . . . \$8.50
Garters to match \$2.50
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Ideal Gift for that MAN for CHRISTMAS

Most magnificent pocket tool kit ever made, useful and handy for any emergency at home, in the car, garage, fishing, hunting, etc. Made entirely of forged and properly tempered high grade tool steel, entirely gleaming nickel plated, by famous French craftsmen, 1½" x 5½". It has pliers, screwdriver, opener, knife, wire cutter, file, punch. Attractive genuine leather case included. Greatly appreciated personal or good-will business gift.

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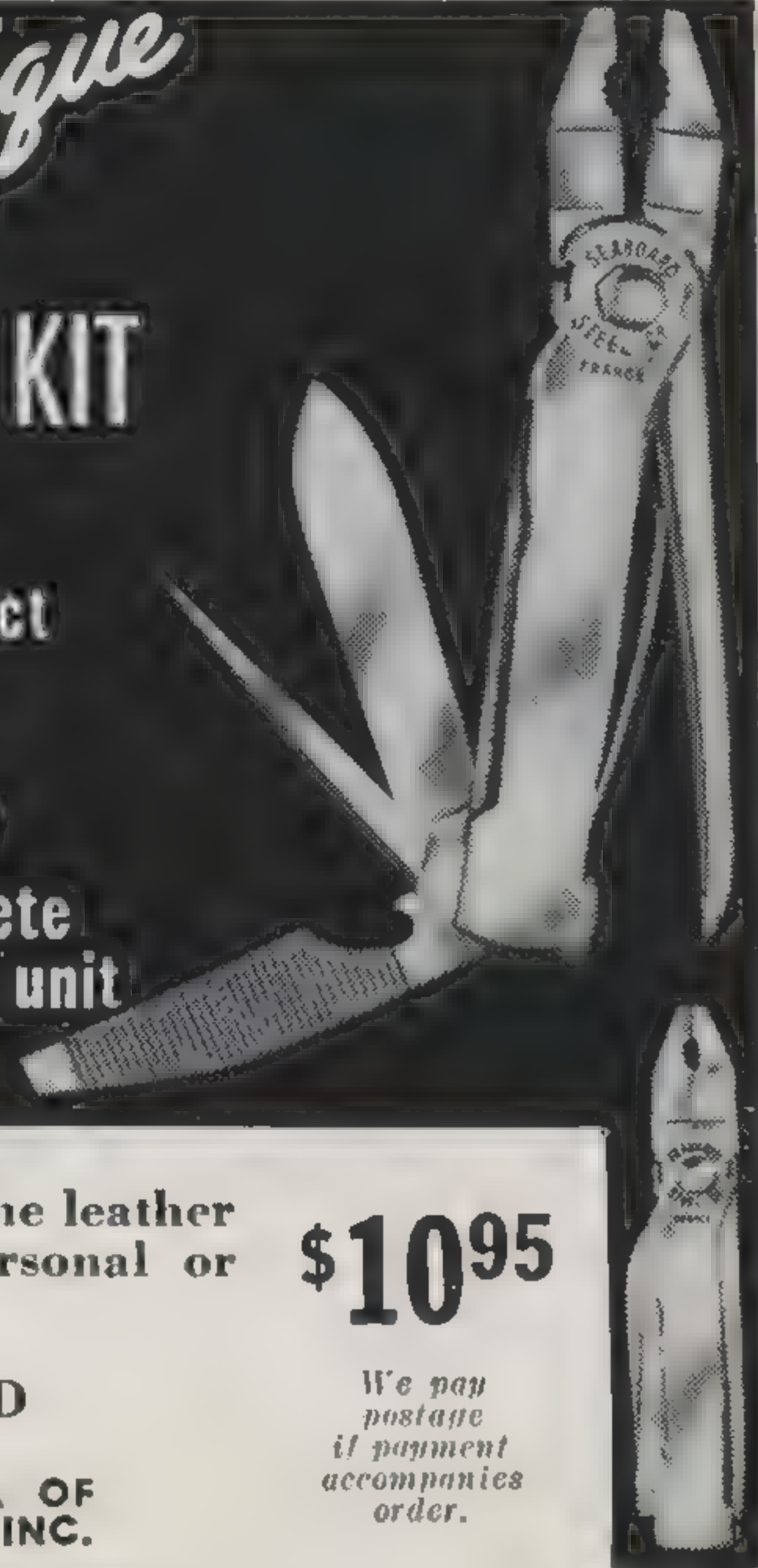
DEPT. V-11, GENERAL MOTORS BLDG., NEW YORK 19

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New!
Compact
Slim
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Complete
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\$10⁹⁵

We pay
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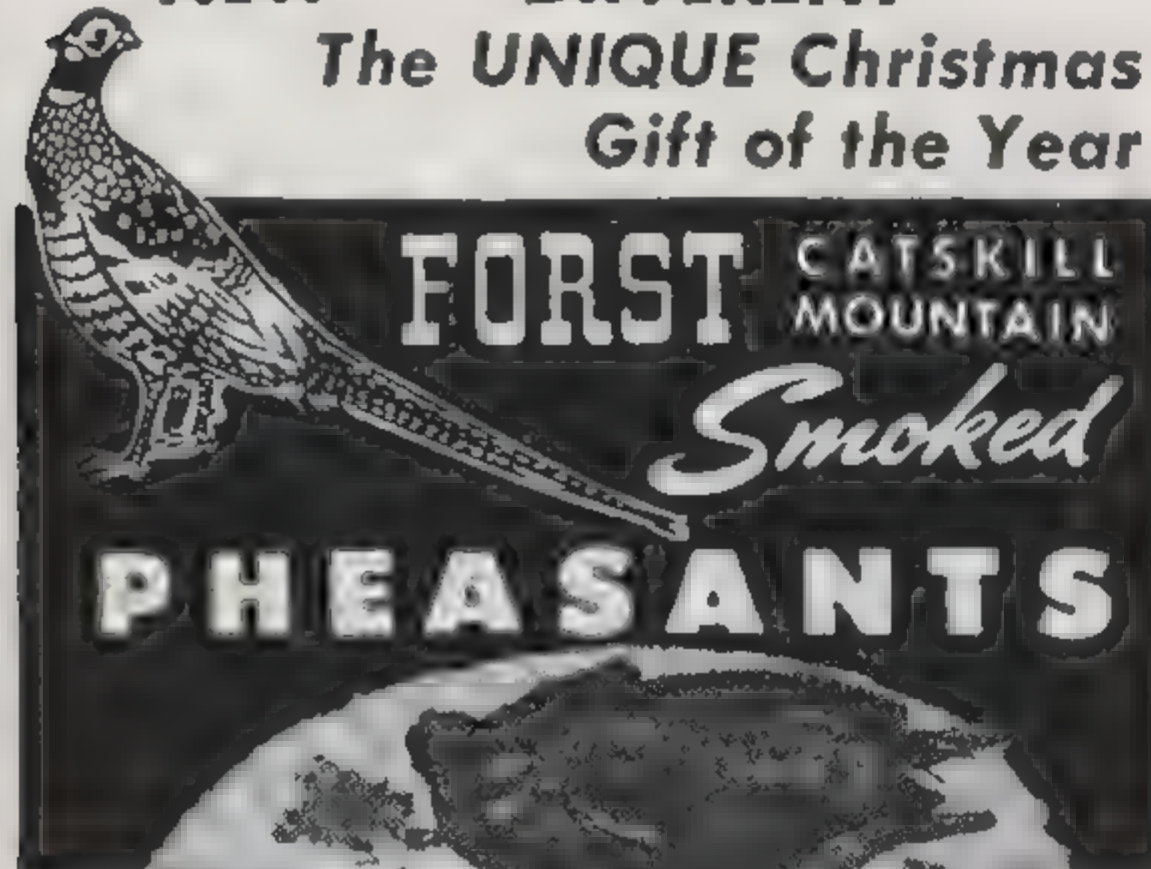
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NEW — "DIFFERENT"

The UNIQUE Christmas Gift of the Year



Here, indeed is an excitingly "different" gift for those "have everything" friends — those "must-be-pleased" business acquaintances. They're sure to be delighted with this magnificent treat of treats... a brace of Forst Catskill Mountain Smoked Pheasants. These are the most highly prized of all game-farm birds, superb, young, tender, carefully fed and fattened to make them plump, juicy, wonderfully delicious! Each one is U.S. inspected.

We Forsts season them according to a secret family recipe in rare, zesty spices and aromatic herbs. Then, we slowly, painstakingly smoke-cook them over fragrant applewood embers to a succulent, rich golden brown! Comes all ready to eat.

One brace of Forst Smoked Pheasants will provide bountifully for 5 or 6 people — make any meal a long-remembered feast. This year give a brace of Smoked Pheasants. Try them yourself, too, it's the most luxurious taste treat of them all. Mail the Order Coupon and your gift list TODAY!

Price . . . \$14.00 per brace

FREE FULL COLOR CATALOG



Describing the whole roster of mouth-watering Forst smoked delicacies for gala holiday entertaining; for unusual Christmas Gifts. Write Today!

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All Forst Products Are Government Inspected

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I am enclosing my check for \$..... Please ship charges prepaid braces Pheasants at \$14.00 per brace.

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☐ I am enclosing gift list. Ship with greeting card.

English BONE CHINA



GLAMIS TRICORNE

America's largest china selection at lowest prices open stock English Bone China. New assortment booklet will be sent on request.

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GORE PARK—HAMILTON, CANADA

A NEW gift for epicures



\$7.25

Prepaid Delivery in U. S.

Be the first to get and give this holiday party package. It contains a 2 lb. tin of Hafnia ham ready to eat . . . tender, light and succulent. Two 4 oz. tins of Hafnia Liver Paste made from choice pork liver, and two 4 1/2 oz. boxes of deliciously mild and mellow Little Fellow Cheese Spread perfect for canapés. A 12 oz. bottle of Sunberry Black-currant Syrup for iced drinks and desserts. Gift card supplied. Circular on request. No C.O.D.'s. Send check or money order to Dept. V2.

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Importers of Danish Delicacies

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Special Introductory Offer

Send me two \$1 bills (or check or money order for the same amount) and I will send you my 2 1/4 pound box of JUMBO PRUNES, including a generous sample of my Ranch-made Sweets, giant California Apricots, fresh Dates, and honey-sweet white Figs.

These prunes are huge and so soft you'll eat 'em like candy. To new customers only I offer this regular \$3.00 box for \$2.00 and I prepay delivery.

I guarantee complete satisfaction or your money back. Send today and I'll ship at once direct from my ranch. Only one to a customer.

Sign and Send Coupon

ROBT. B. HAWKINS, Box V-1

Vaca Valley Orchards, Vacaville, Calif.

Please send catalog of assorted gift packages.

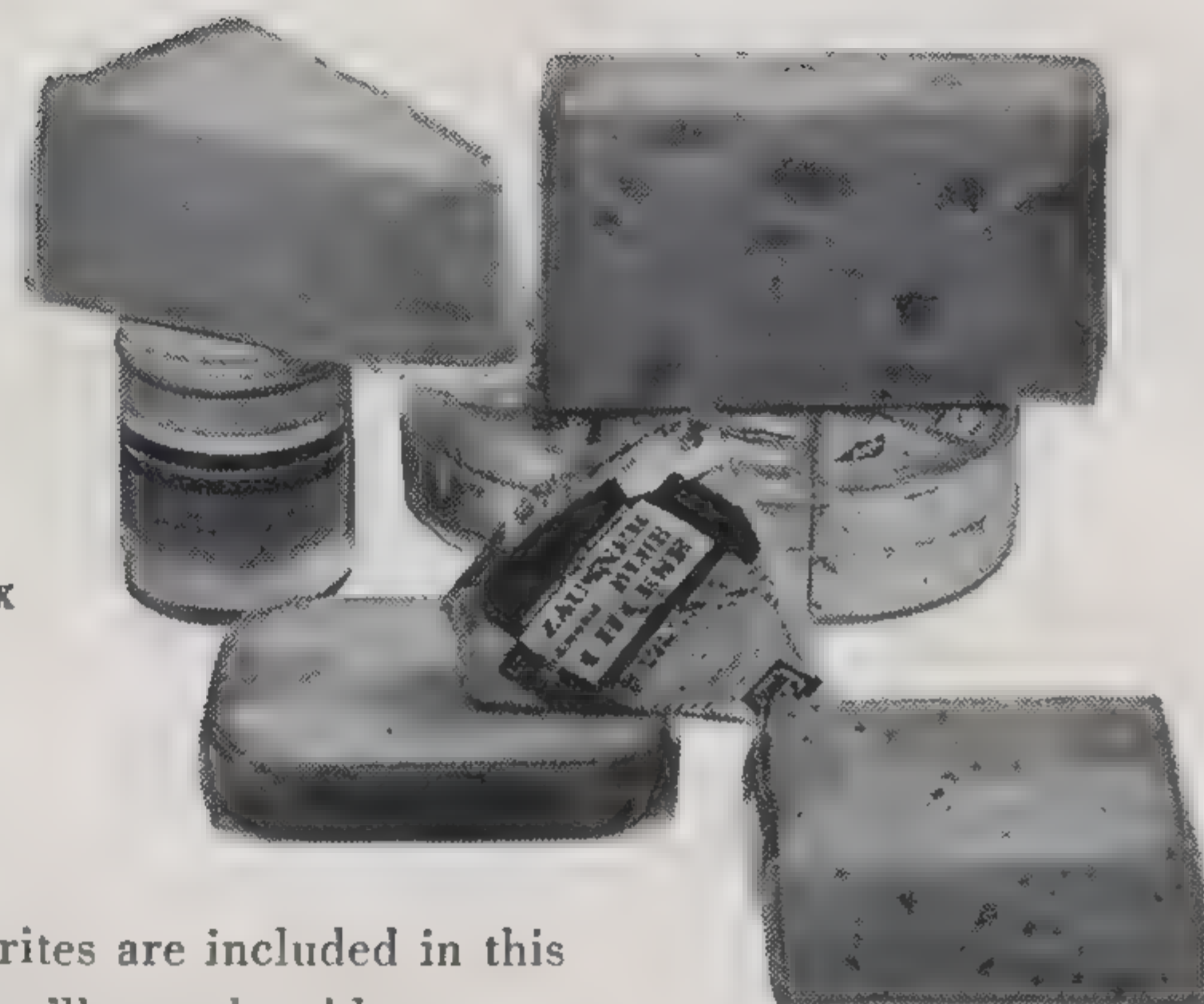
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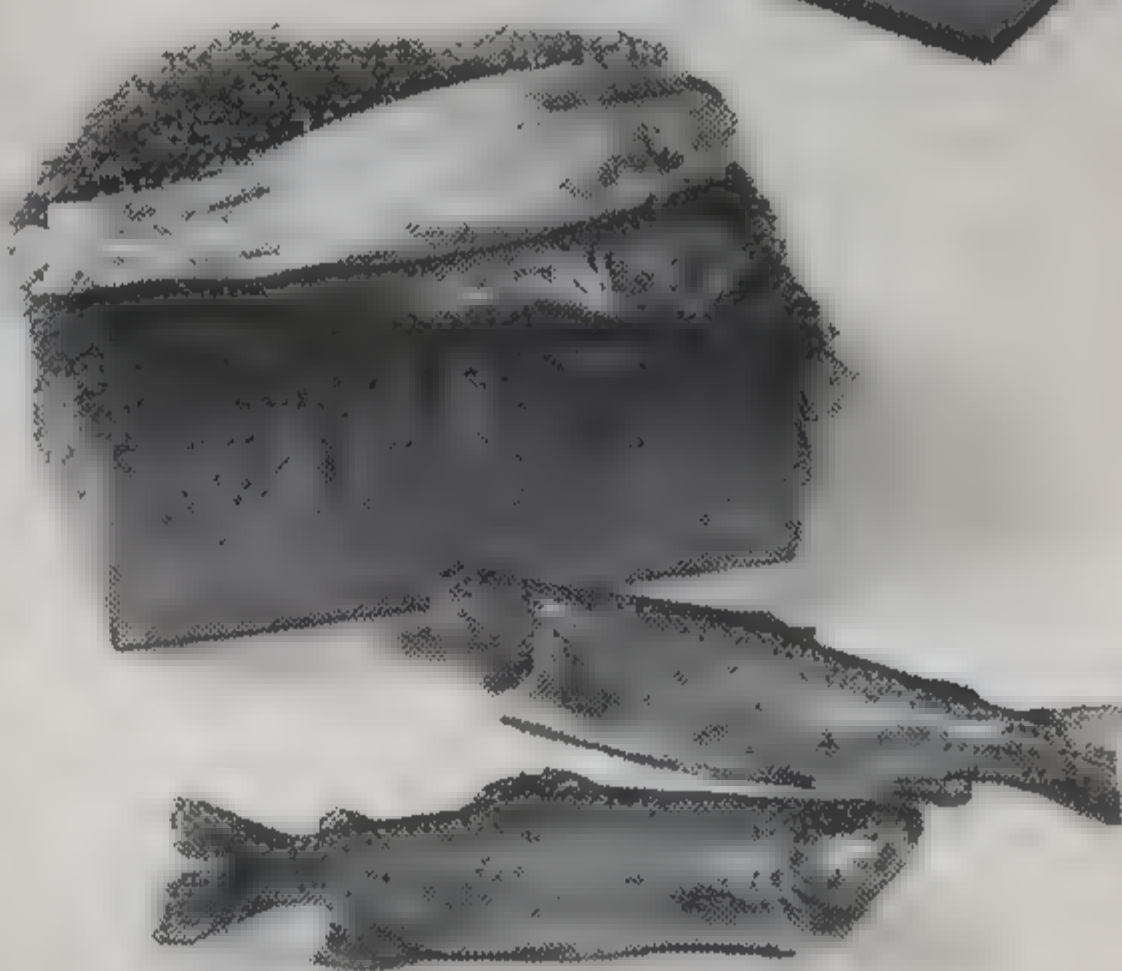


SHOP



Right: Cheese box with 17 varieties of cheese for the gourmet on your Christmas list.

Most of the favourites are included in this assortment, and you'll even be able to spot them in the photograph: Holland's Edam in its red jacket; Switzerland's Emmenthaler with its distinctive markings; Denmark's Blue, very blue; Canada's Cheddar, ripe yellow; in the jar, grated Pecorino Romano from Italy; in the Lucite box, 20 gilt-wrapped wedges of cheese produced in the U.S.A. All this, \$7.95 ppd. Old World Cheese House, 70-96 Evans Turn, Hillside, New Jersey.



Left: Creel of game trout, the trout frozen 10 minutes after the trout have left the water. For travel, each trout wears a pliofilm coat, is packed on dried ice . . . thus arrives with its wild trout flavour intact. These, bred in cold, fast water, at the Green Spring Co., Newville, Cumberland County, Penn. A creel with 6 trout, \$6.50; 9—\$8.75; 12—\$10.50, ppd. east of Chicago. For these semi-perishables, be sure to specify a delivery date, or, if you're giving, have advance notice served with gift certificate.

Right: Tower of Delicacies, 18" high, bright with holiday wrappings, ribbons and holly, ready to go under the Christmas tree. Inside, and on the top story, you'll find a box of candy; next, a double-feature box with figs, fruit-cake; and on the second story, two, but two very big, very red apples; on the mezzanine, French plums; on the ground floor, Royal pears. This tower of edibles: \$7.35, ppd. at Harry and David, P.O.B. F, Medford, Oregon.



MEHLMANN

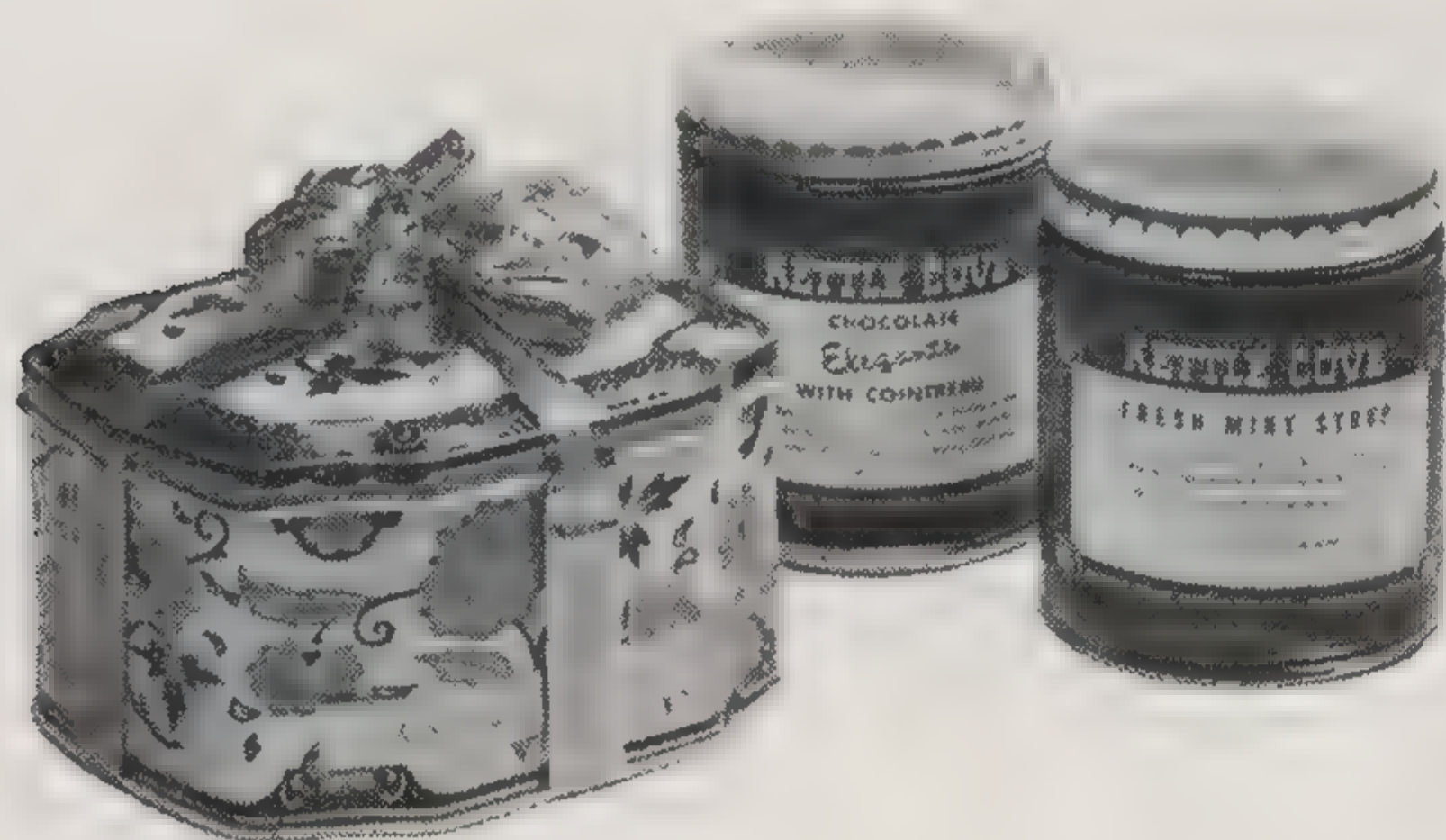
HOUND

... a taste of Christmas

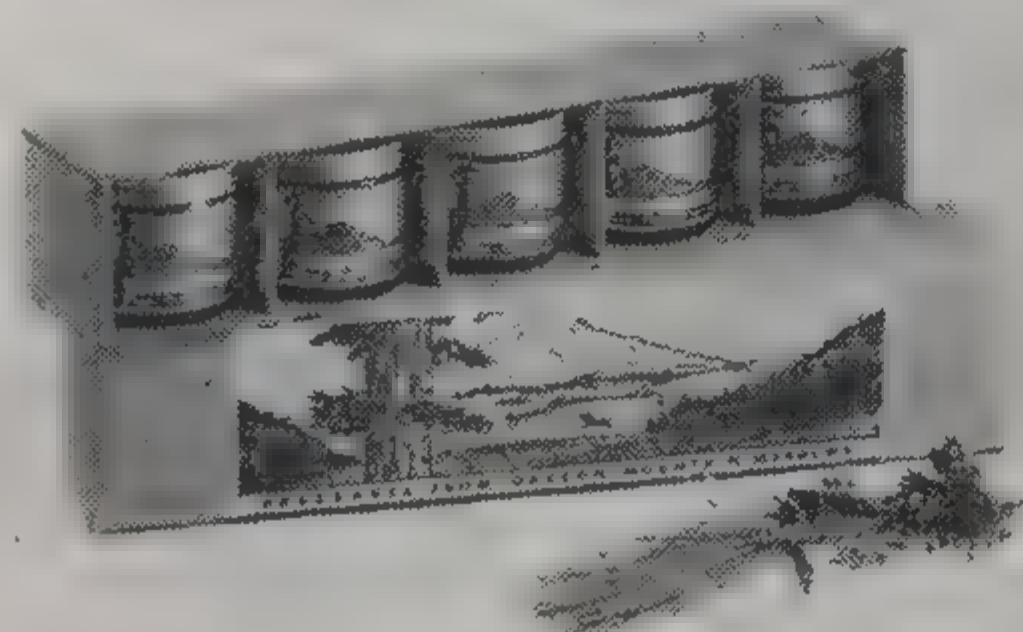
Right: Danish hams come in practically every size, which puts them in a sort of custom-order category, and they are that, as far as quality goes. Although they can be eaten cold and straight out of the tin, we like them with a Cordon Bleu treatment (sauce Maderé, et cetera). Smallest tin, 2 lbs., \$3.50; and in cans from 6-12 lbs., \$1.45 per pound ppd. House of Hempel, 105 Hudson St., N. Y.



Below: Culinary Auxiliaries ready for use, or as ingredients for other sauces, syrups. Mint syrup, 3 half-pint jars, \$2.30. Chocolate sauce in three flavours—rum, creme de Menthe, Cointreau; 3 half-pint jars, \$3.95. In the tin box, candied orange peel, as Shop Hound likes it, tangy, chewy; ¼ lb. box, \$1.85. (Prices include postage East of the Mississippi). Trio from Kettle Cove, 173 Summer Street, Manchester, Massachusetts.



Right: Preserves; five different kinds, in five 5½ ounce jars, each, just enough for the tea-tray. Wild blackberry, apricot with kernels, prune with hazelnut, greengage preserves, whole strawberry. \$2.95 ppd. Jane Amherst, 1901, N. Argyle, Portland, Ore.



Left: Gunny sack of walnuts in miniature; the ears tied with red ribbon for the Christmas party. The soft-shelled English Franquette walnuts, big and fat, a pleasure to crack open, to eat after a plum-pudding feast. 5 pound sack, \$4.95; 10 lb. size, \$9.50 (both postpaid) Beaver Island Harvest, Room 420 732 S. W. Third Ave., Portland 4, Oregon.



FROM OUR FAMOUS GIFT SHOP

Table talk...fork and spoon salad set in heavily plated silver on copper base. Sleek, elegant, each set in flannel bag 4.00. Mail orders. New York Chicago Cleveland Boston



New Electric Bean Pot SLOW BAKES BEANS The Old-Fashioned Way!

Beautifully made of high-glaze ceramic, this exciting new appliance turns out the most delicious baked beans you ever tasted—overnight! Needs no watching, beans can't boil or burn! Brings out that wonderful simmered flavor of the old wood stove and earthenware pot of grandmother's day. Beanpot is perfect for slow-cooking other dishes—soups, chowders, stews, chili, etc. Works on regular house current—AC or DC. Two quart capacity. \$6.95. Satisfaction guaranteed or Money Promptly Refunded. Sorry, no COD's. ORDER TODAY, and we will pay postage. Send check or money order to:

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Luscious, large Comice Pears, creamy in texture, rich in juicy flavor, make appreciated gifts for family, friends and business associates. These world-famous pears are grown in our own orchards, carefully selected — individually wrapped. Delivered PREPAID in colorful gift boxes to U.S. Express points. Perfect arrival guaranteed. Gift cards enclosed. Send gift list — we do the rest. No stamps. No C.O.D.s.

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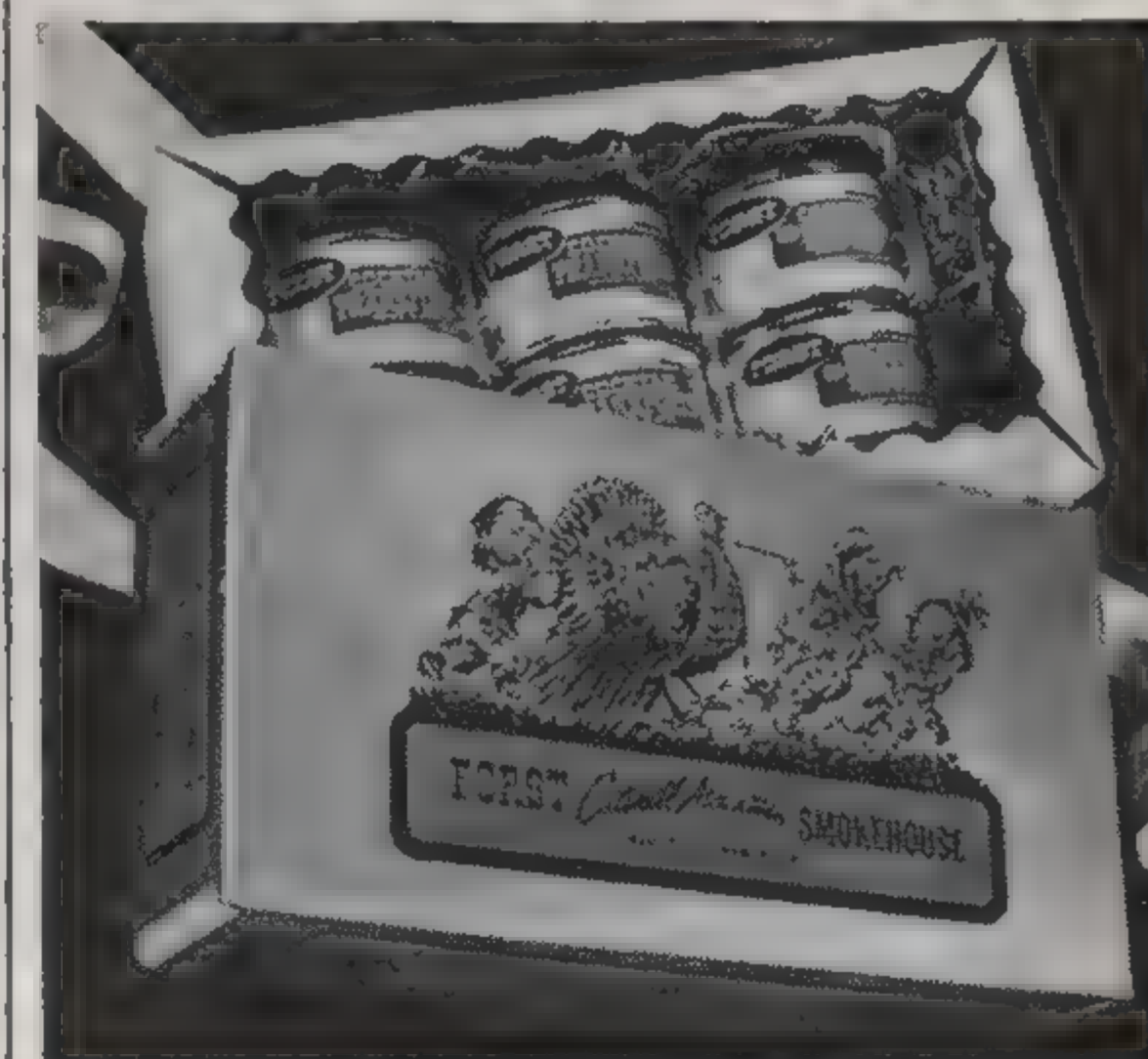
No. 1 Deluxe Box (10 to 14 pears)	\$3.35
No. 2 Deluxe Box (17 to 19 pears)	4.55
No. 7 Asst. Fruit Chest (about 14 lbs.)	6.45
No. 5 Asst. Fruit Basket (about 18 lbs.)	12.95

For fruit Club Prices see Catalog.

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NOW FORST Smoked DELICACIES for as low as \$4.75

For the first time the famed Forst Catskill Mountain Smokehouse is featuring low-priced gift items—festively packed in Forst's distinctive silver and brown box. The Peter Stuyvesant Smoked Turkey Selection at \$4.75 includes ½ lb. can each of taste-tempting sliced smoked turkey, pate and handcut. (All sliced turkey—\$5.75) Forst's new Cocktail Sausage Selection at \$5.25 contains two cans each (6 small) of three delicious treats—finger-size pork sausages, franks and smoked turkey sausages. Mail check and your gift list today. Be SURE to include your own family! No C.O.D.'s, please. FREE—Full color catalog describing the complete line of Forst Smoked Delicacies. Write TODAY! BEAUTIFUL CATALOG FREE.

THE FORSTS

Route 249, Kingston, N. Y.

All Forst Products Are Government Inspected

THE FORSTS, Route 249, Kingston, New York

I am enclosing my check for \$..... Please ship charges prepaid.

Smoked Turkey Selection @ \$4.75 (all Sliced Turkey @ \$5.75)

Cocktail Sausage Selection @ \$5.25

☐ Mail me full color catalog free

Name

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☐ I am enclosing gift list. Ship with greeting card.

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Glorious coat
of incomparable
Kobuk mink.
In the new
45 inch length...
generous dolman
spiral sleeves.

\$3950.
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SHOP

COMICE PEARS from Oregon that ripen appropriately in December. These, the kind that are juicy, tender, and big, that can be eaten with a spoon. Packed in a padded carton, 10-14 pears, each carefully wrapped. \$3.35, ppd. Pinnacle Orchards, 477 Fir St., Medford, Ore.



NOT QUITE SO SWEET macaroons made with more almond paste, crisp outside, and caramelly inside, just the way Shop Hound likes them. 24, \$1.50; 48, \$2.95 ppd. Macaroon Bake Shop, 2627 Boardwalk, Atlantic City, N.J.



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Your most desired coat... in imported New Zealand leather suede... Designed to suit your Queenly taste—with sweeping lapels and scalloped pockets... nipping your waist—the bold tie belt... Yards of tapered fullness. The coat you'll live in.

Sizes 10-18.

Colors: Beige, Rust, Copper, Maple, Gold, Red, Green, Purple.

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FOR LOUNGING, TRAVEL, CASUAL WEAR

Forget your feet—in HO-GANS of soft supple imported suede. For all leisure wear, from TV lounging to bowling. Space savers in their plastic bag, ideal for travel. Luscious colors... cherry red, Sierra blue, forest green, claret, sun copper. Styled without bows for men. ORDER NOW FOR CHRISTMAS! Give shoe size and color. \$4.95

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1772 Filbert St. San Francisco 23, California

PROTECT CHILDREN
Keep Peta Clean with **Flea-NO MAT**



KILLS INSECTS • STOPS DOG ODORS • NO MESSY POWDERING
For large dogs... 28" x 36" ONLY \$2.95 post paid
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Flea-no-mat

kills insects—stops dog odor!

Use this revolutionary, chemically treated mat on regular bed of pet, or separately—rids cats or dogs of fleas, ticks, nits. Pleasant, clean odor counteracts animal smell. Kennel-tested by veterinarians. Order today—money back guarantee! Check or Money Order

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Key to a heart of gold



From our gift collection:
Gold Key with 3 cultured pearls 18.00*
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Gold Disc 10.00*
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Matching Disc Earrings (not shown) from 15.00*

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Heirloom pieces—

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LADIES... Order now, You'll be delighted... sold on a

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KIMBERLITE GEM CO., RED BANK, N.J.

HOUND

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SUNSHINE . . . to eat . . . sweet apricots, dates, prunes, almonds, that taste as good as they look, and they look plump, and sunshine bright. In a wooden crate—actually made, we learn, of pine. 5 lbs., \$6.85; 10—\$10.95, ppd. Vaca Valley Orchards, Vacaville, California.



COUNTRY STYLE BREAD with a nutty texture, a nut-like flavour, even a fresh-from-the-oven aroma. Of freshly ground wheat, one Brownberry loaf, 50c; 3—\$1.20; 6—\$2.10 postpaid. Marshwood Co., Oconomowoc, Wis.



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DESIGNED BY *Collins of Texas*

Present with a fashionable future . . . a hand-made belt . . . brasses are original hand-wrought sculptures . . . topgrain cowhide in Natural, Tan, Mahogany, Red, and Black. Koodoo or leaf brass on either style. Fob belt. \$13.75 ppd. Strip belt. \$8.75 ppd. (adjustable to 32" waist)

No C.O.D.'s please

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Ear Fantasies

"Tree of Pearl"

Big earrings are big fashion news. Here, "Tree of Pearl" a spray of simulated pearls . . . hand-crafted, lightweight, comfortable to wear . . . a conversation piece for gift-giving! From a collection of Ear Fantasies in fashionable colors. Screw and clip styles. Order now for Christmas.

\$16.95 incl. tax, postage

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Shining copper fry pans such as these should be an inspiration to anyone, whether you intend to do your own cooking or merely plan the meals.

Look for the "666" stamped on the back, then you know you have the best.

All lined with block tin

No. 14V	5 3/8" diameter	\$3.25
No. 16V	6 1/2" diameter	4.25
No. 18V	7 1/4" diameter	5.45
No. 20V	8 1/4" diameter	6.95
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A...\$98. B...\$137.50 C...\$71.50 D...\$98.

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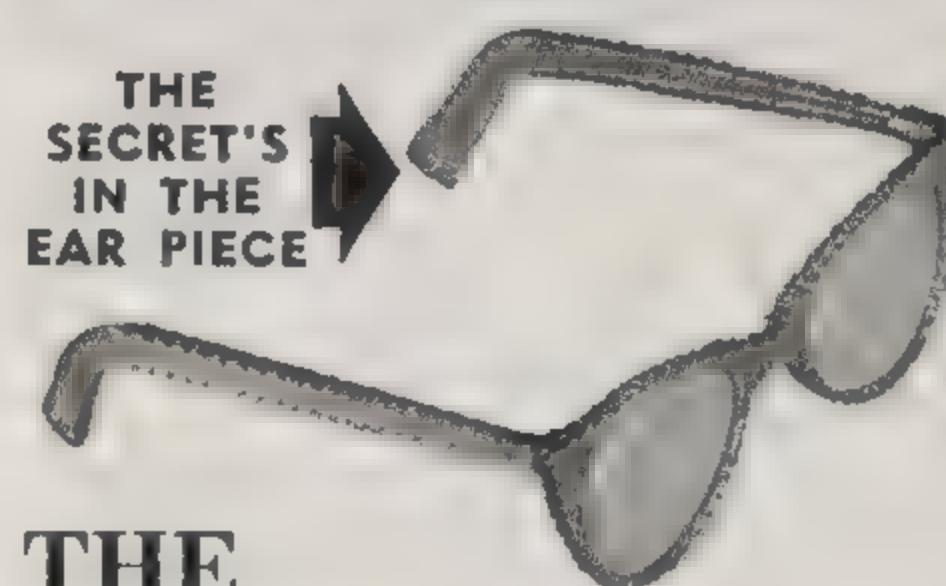
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Also in our store at HOTEL STATLER (Lobby)

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Complete circle—210 inches. An umbrella shape that flares from a tiny waist. In sheer corduroy, twill back velveteen; grey flannel.

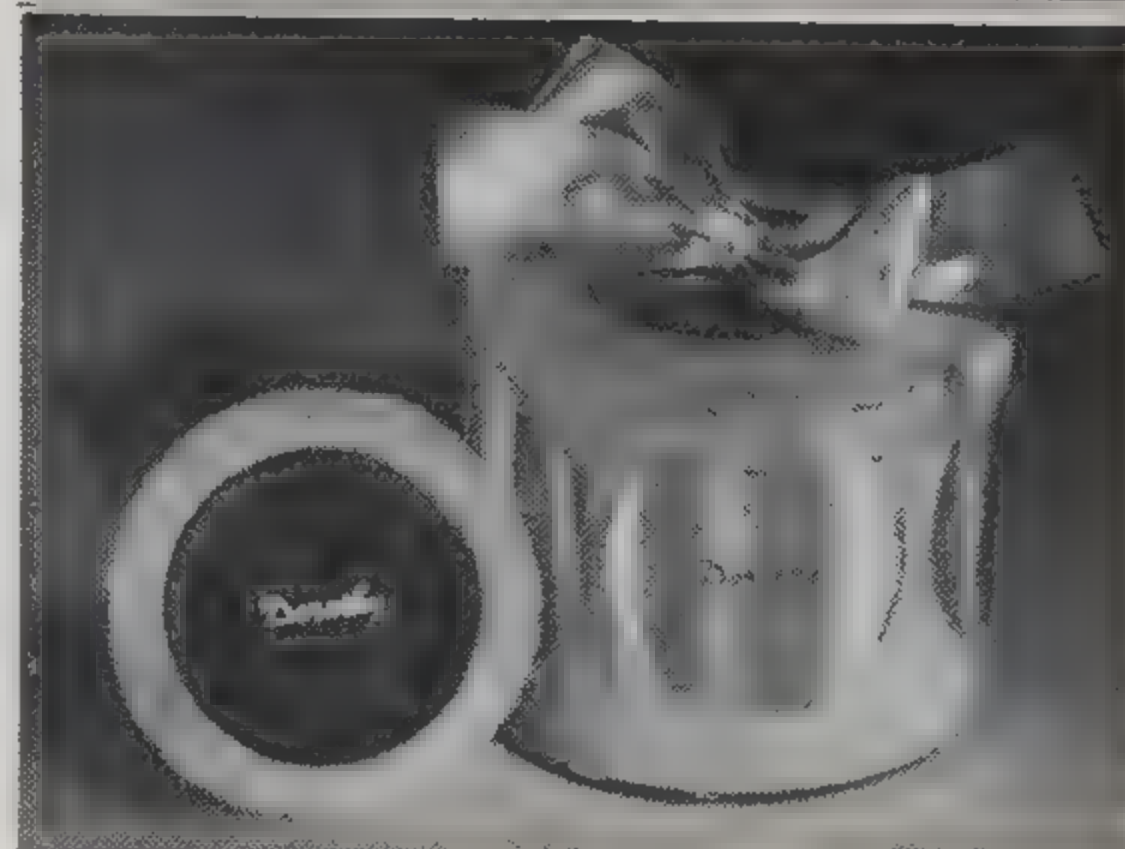
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All in sizes 10 to 16

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PERSONALIZED POWDER PUFFS

Here's a thoughtful gift for HER, that's truly personal. A set of 6 powder puffs, made of snowy, white Baby Lambskin; the pastel satin back of each Puff is personalized with HER first name in 23 kt. Gold. Packed for giving in a clear, after-use plastic BAND-BOX. \$2.50 Postpaid Money back if not delighted. No C. O. D.'s.

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BY
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WOMEN WHO SEW

know a good dress form is essential, but usually expensive. Now, Julienne, dress-maker-teacher, makes it possible to have a perfectly molded dress form at low cost—because you help make it. Her "Sculp-Ur-Own" kit contains everything you'll need plus full directions. It's surprisingly easy, and the finished product will be definitely "you."

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Latest news flash from Paris!—Your hairpiece should be your most flattering and versatile accessory. The striking difference in a hairpiece by world-acclaimed Joseph Fleischer is the flawless designing—in the hair itself—the superiority of European hair—the way it matches your own so perfectly.

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\$24 per Carat

a. FISHTAIL STYLE
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1 carat \$42.00
2 carats \$66.00
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4 carats \$114.00



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with Diamothyst gem
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Please note the illustration here of the new wing-type safety mounting that is so easy to put on and so very comfortable to wear. Please specify in your order if you wish earrings for pierced ears. There is no extra cost. \$84.00 pair.



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with Diamothyst gem
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FREE

There is no charge for mounting Diamothysts in Your Jewelry—they will be mounted absolutely FREE!

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Yes! Please rush my selection of DIAMOTHYST gems as I have indicated below. If not delighted, I may return them within 10 days for full refund. My finger size is.....

MOUNTED GEMS:
□ A. 1 Carat Diamothyst Fishtail style set in 14-kt. white gold mounting \$42.00
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EACH ADDITIONAL CARAT \$24
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NOTE: A \$5 deposit must accompany each C.O.D. order. All prices tax included.

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ADDRESS.....

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Note: If you don't know ring size, send thin strip of paper.

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Accessories for your winter wardrobe

Skull cap \$20.00

Butterfly 2.00
Leopard front muff as shown or barrel shaped muff (not shown) \$50.00

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Indicate waist size



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The most luxurious fur slippers in the world—amazingly beautiful, warm and comfortable. Made in Peru of the fluffiest and silkiest Alpaca fur, soft leather lining and outer soles, fur inner soles. Perfect for boudoir, travel, after-sports.

Ladies' sizes 2-11; white or fawn.
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SOFT FUR PATH as you step out of bed on cold mornings. Fur rug in natural calfskin, in its natural colour. The 4½-square-foot size, in brown and white, \$12; in black and white, \$14, ppd. (For the 6- to 7-sq.-ft. size, add \$5.) Brandicalf, Rm. 419, V-11, 10 High St., Boston, Mass.



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Only \$1.50

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At the first drop of rain, you whip "Rubberellas" out of your bag—slip them over your shoes (high heels or flats)—and let it rain, let it pour—your feet will sing, "How dry I am!" They're smart in black, durable rubber—a "fitting" gift because they adjust to any size or style shoe. The attractive clear plastic container is 4" long—just right to hide away in small handbag, pocket or auto compartment.



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a cosmetic for unattractive teeth — like a movie-star smile in 3 minutes!

Are your teeth discolored? Are you smile-shy? Then try this marvelous new "dental-cosmetic" for the thrill of your life! You apply KOPAL for your teeth, just like the enamel on your nails. And presto! Instantly, your teeth are coated with a sparkling white finish that appears so pearl-like and natural—just like a movie-star smile! No wonder beauty editors, thousands of smart women and theatrical people praise KOPAL for covering up stains, blemishes, even gold fillings—almost like magic! KOPAL is a dentist's formula, completely safe and harmless. **GUARANTEED** radiant results or money back! Amazing value—2-3 month supply—send only \$3.00 and we pay postage. (Or you pay postage and charges if COD).

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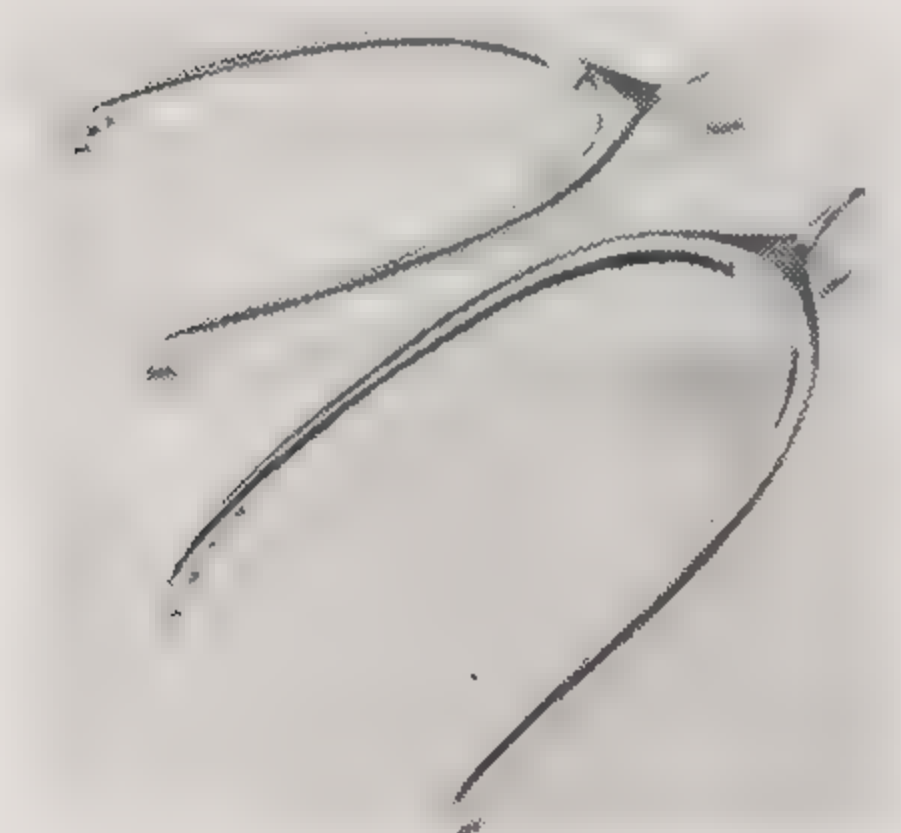
P. O. Box #551V • Newburgh, N. Y.

HOUND

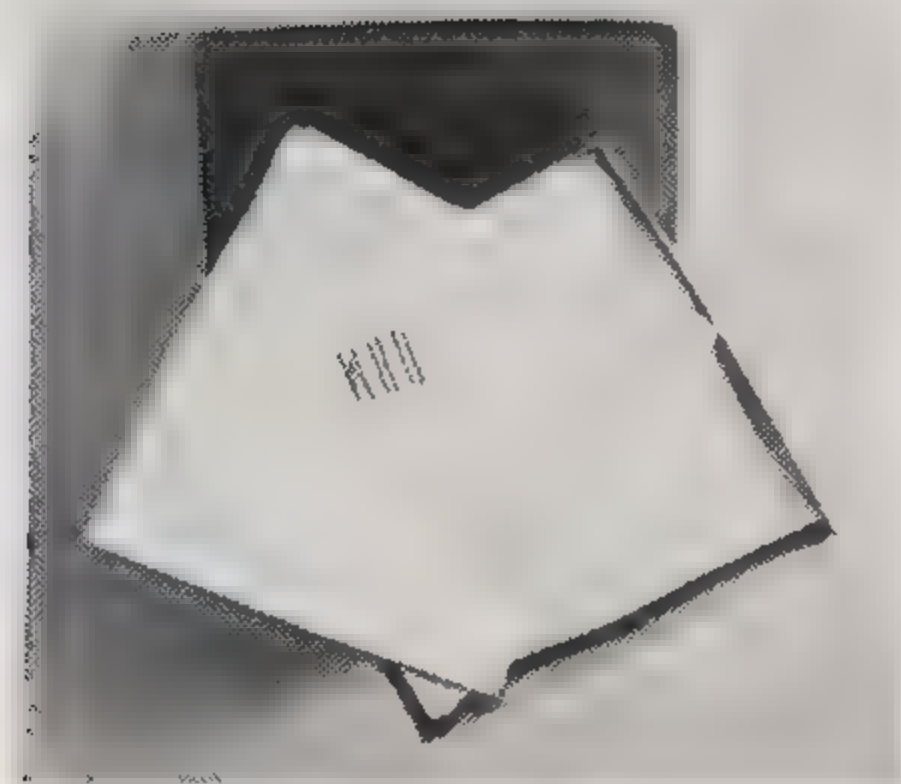
... a taste of Christmas



GLASS EPERGNES to add to candlesticks for a candlelight and flower decor. Rubber sockets make the epergnes fit solidly into the candleholders. Each epergne about 5½" across; the pair, \$3.50 ppd. Malcolm's House & Garden Store, 530 North Charles Street, Baltimore, Md.



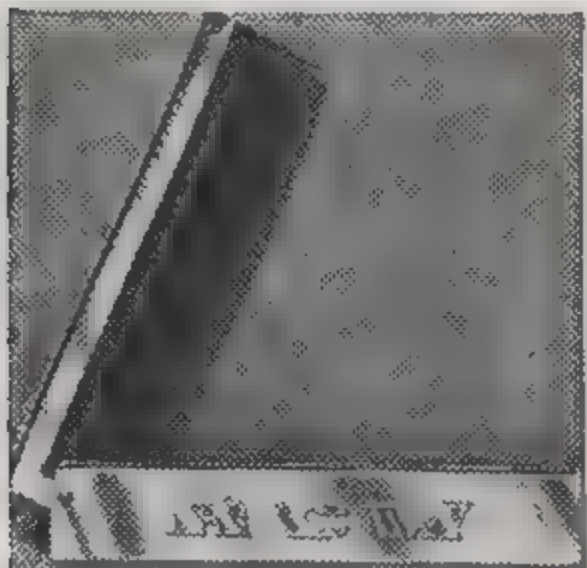
LUCKY WISHBONE. more so, when it turns out to be a new shape for sterling silver sugar tongs. Its secret, a secret spring, precision-made. Demitasse tongs (3½"), \$13.20; 4" size, \$15; tax inc., ppd. Leah K. Curtiss, 460 Park Ave.



LINTLESS PAPER NAPKINS, very soft, very big—17½" square. The snow-white napkins with initials in red, mulberry, blue, green, turquoise. Miles Kimball, 40 Bond St., Oshkosh, Wisc. 50 napkins, \$1.69; 100—\$3; 200—\$5; ppd.



MONOGRAMMED PURSE ORGANIZER
End exasperating search in your handbag. Works like a miniature filing system. Holds everything neatly in place: keys, compact, lipstick, pen, nail file, cigarettes, wallet, etc. Transfers from one purse to another. Black Taffeta with gay Roman striped center, 7" x 3½" with 7 pockets. Modern design metal initials. **MONOGRAMMED \$2.25 Without Initials \$1.50**

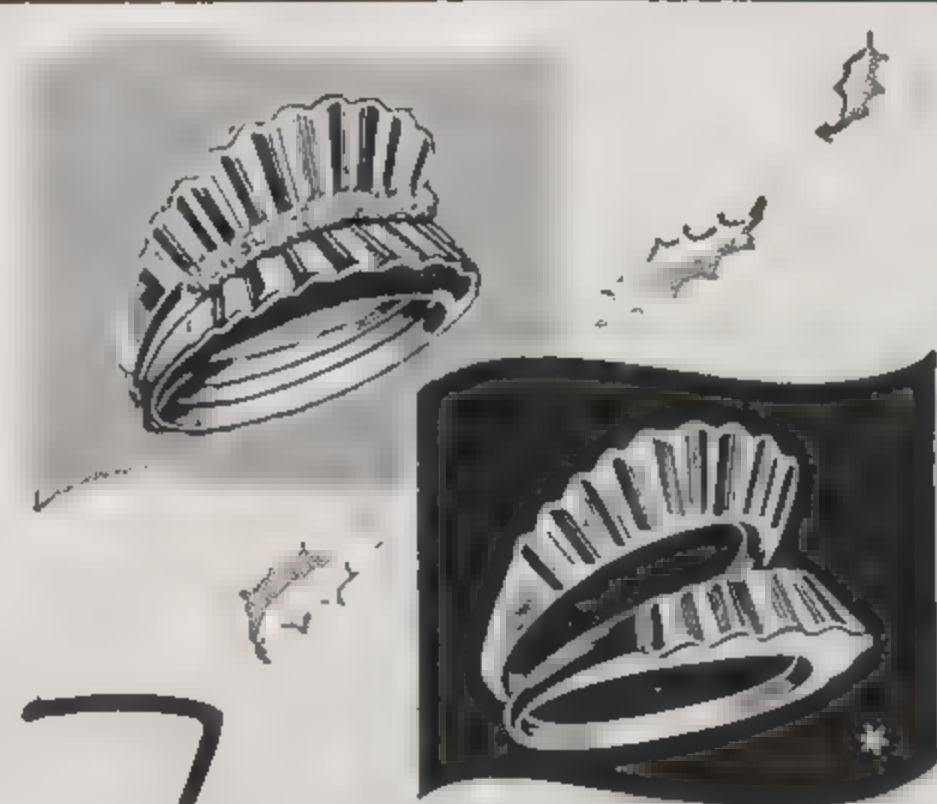


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Attractive, practical purse or pocket comb for both men and women. Special, durable shell colored plastic comb folds into gold or silver tone metal case for protection from dust and tobacco. 4" closed; 8" open. Matching metal initials in modern design.

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For a Woman with Perfect Taste

The RINGUARD . . . will enhance the beauty of your cherished wedding band.

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Send ring size.

Fashion demanded . . . this creation by . . .

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Feathery-light and warm as down



Pure wool English Shetlands . . . self lined for extra warmth, chiffon trimmed collar and tie, pink, blue or white . . . Small, Medium or Large.

Bed Jacket . . . \$22.50
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CAPEZIO'S BARE BODICE NOW IN GOLD, SILVER AND PASTELS

Your forever favorite tiny-tied shell on a 2" heel. Gay new colors plus tried-and-true basics: Silver kid, \$13.95. Gold kid, \$15.95. Black, navy, red, yellow, purple, light blue, pink, white kid; black, brown, navy suede; black, red velvet; grey flannel with grey patent heels and ties; white satin; black patent.

State size, second color. \$11.95

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The best connections . . . midnight velvet with glittering beige faille hand painted skirt. 120.00

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MEI LIN hostess pajamas



There's all the romance and glamour of the Orient in these beautifully designed hostess or lounging pajamas . . . Pure silk brocade jacket, contrasting satin trousers and trim. \$39.50

Exotic Oriental color combinations:

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- jade green or lacquer red black trousers

small medium large

Mme Butterfly
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From Sweden comes this enchanting decorative innovation. Heat rising from the burning candles causes the Herald Angels to revolve lightly striking the bells with their wands. The resulting chime-like sound is as charming as church bells afar. (This is the original one and only "Angel Chimes.") It differs from other Candelabra of its type in that (1) It is made of heavy gauge, highly polished brass instead of copper, (2) It has a tray base to catch possible drippings, (3) It has holders for four candles instead of the usual three, (4) It is imported from Sweden where it is precision made. Don't confuse the "Angel Chimes" with the trayless 3-candle candelabra selling at about the same price. Buy the "Angel Chimes"—the original and best—\$2.95 high—complete with 4 red or white candles. (Extra candles—imported, hand-dipped, dripless, 75c per dozen.)

Write for Christmas GIFT Catalog
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**KEEP SLIM AT
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RELAXING,
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For Greatest Benefit
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This remarkable new invention uses one of the most effective reducing methods employed by masseurs and turkish baths—**MASSAGE**. With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, etc. The relaxing, soothing massage breaks down FATTY TISSUES, tones the muscles and flesh, and the increased awakened blood circulation helps

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SPOT REDUCER CO., Dept. E-686
318 Market St., Newark, New Jersey

Please send me the SPOT REDUCER for 10 days trial period. I enclose \$1.00, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

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☐ **SAVE POSTAGE**—check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.



Personalized Christmas Stockings

Santa just can't make a mistake, when you hang Christmas stockings marked with one's own name! Big and bountiful—16" long with 7" opening; in cherry red felt with snow white stitching and fluffy trim and a merry Yuletide motif. Please print each first name desired.

Postpaid, **\$1.50**

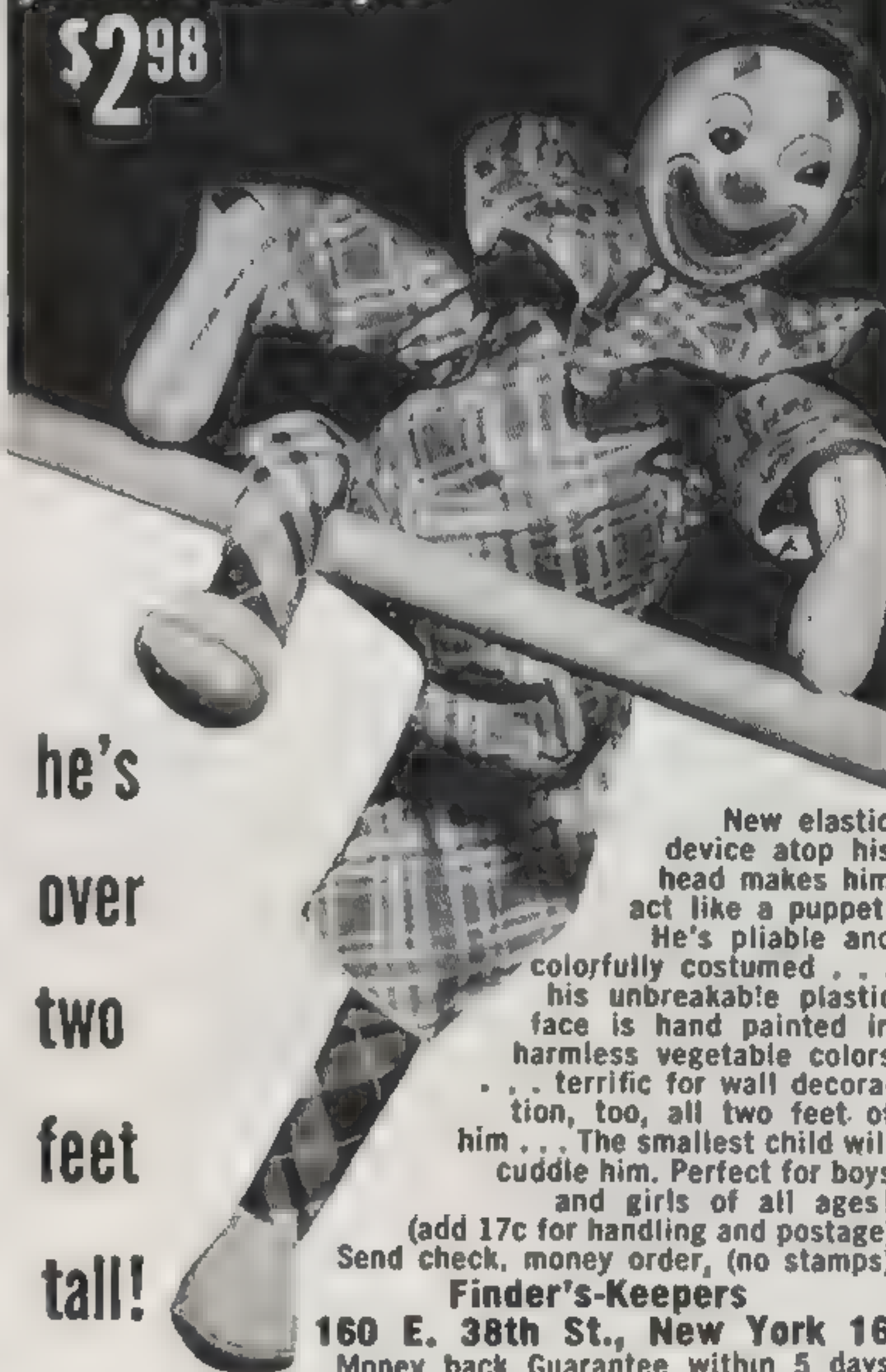
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OF BALTIMORE

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The BIGGEST Puppet Clown you'll ever buy at

\$2.98



he's
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two
feet
tall!

New elastic device atop his head makes him act like a puppet. He's pliable and colorfully costumed... his unbreakable plastic face is hand painted in harmless vegetable colors... terrific for wall decoration, too, all two feet of him... The smallest child will cuddle him. Perfect for boys and girls of all ages! (add 17c for handling and postage) Send check, money order, (no stamps) **Finder's-Keepers** 160 E. 38th St., New York 16, Money back Guarantee within 5 days (no C.O.D.'s please) immediate delivery

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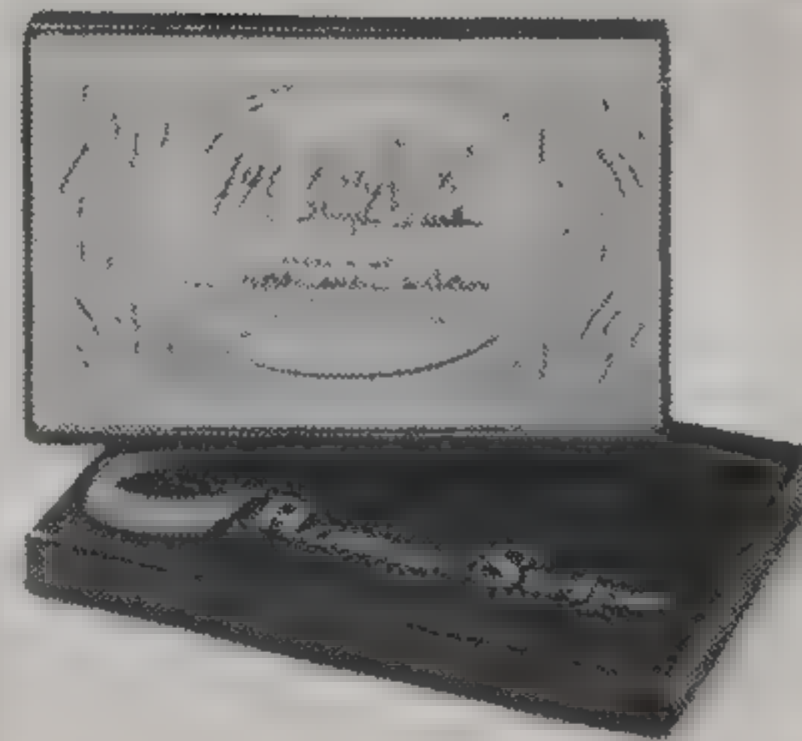
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796 Madison Ave. (cor. 67th St.), New York

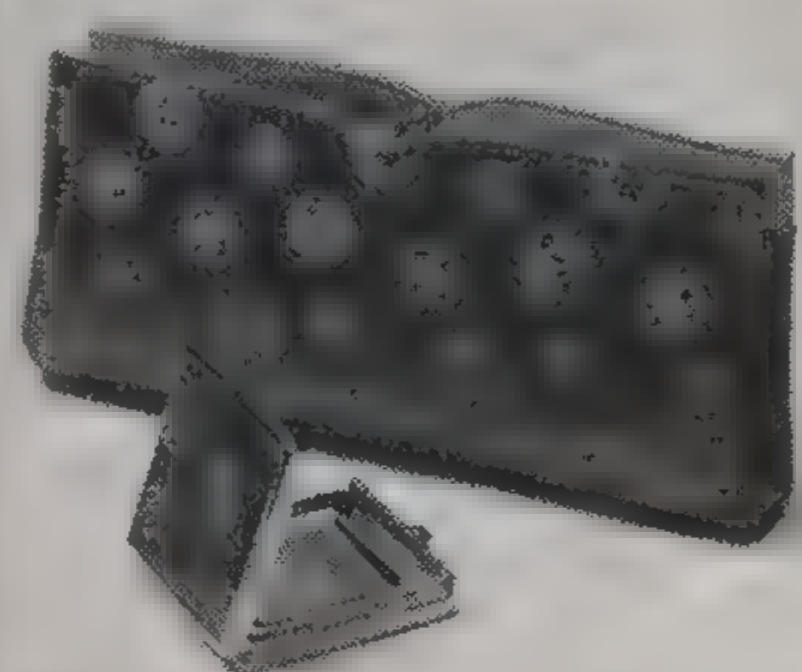


SHOP

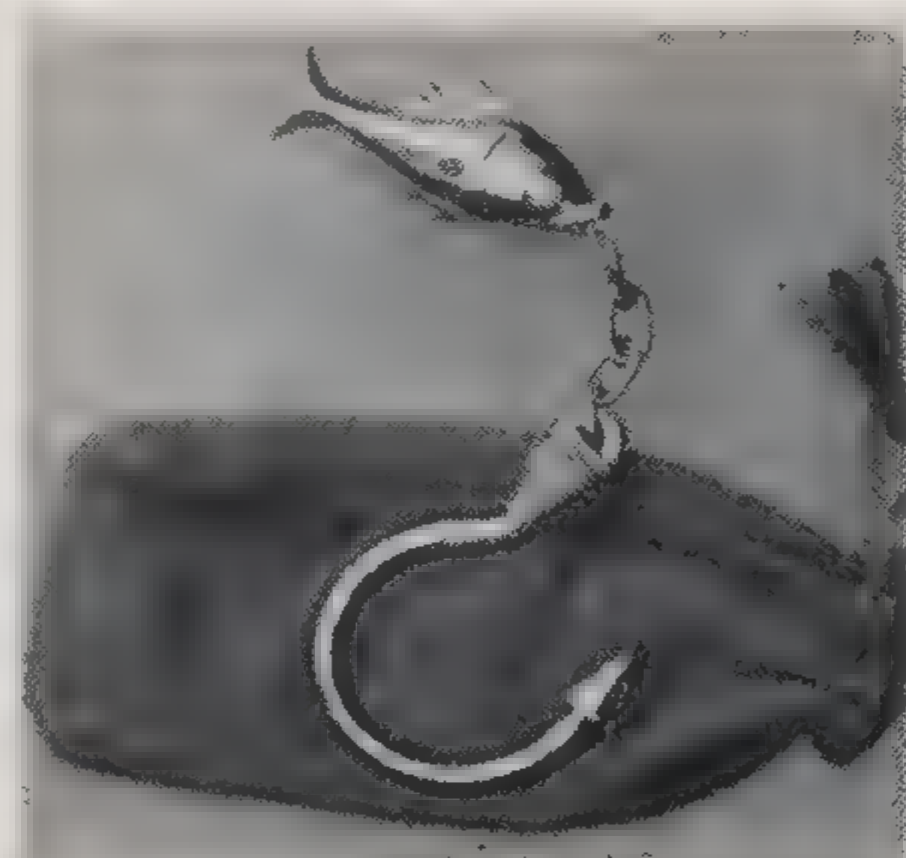
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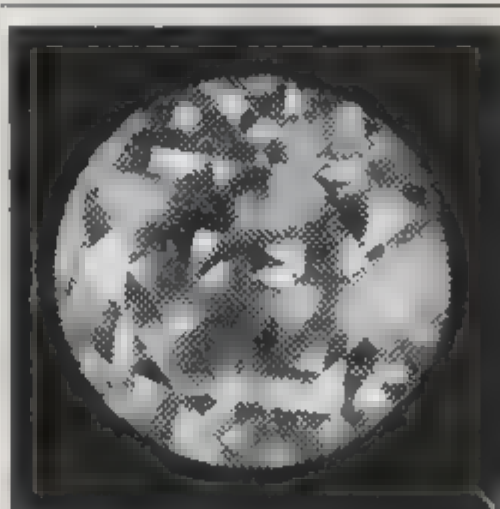
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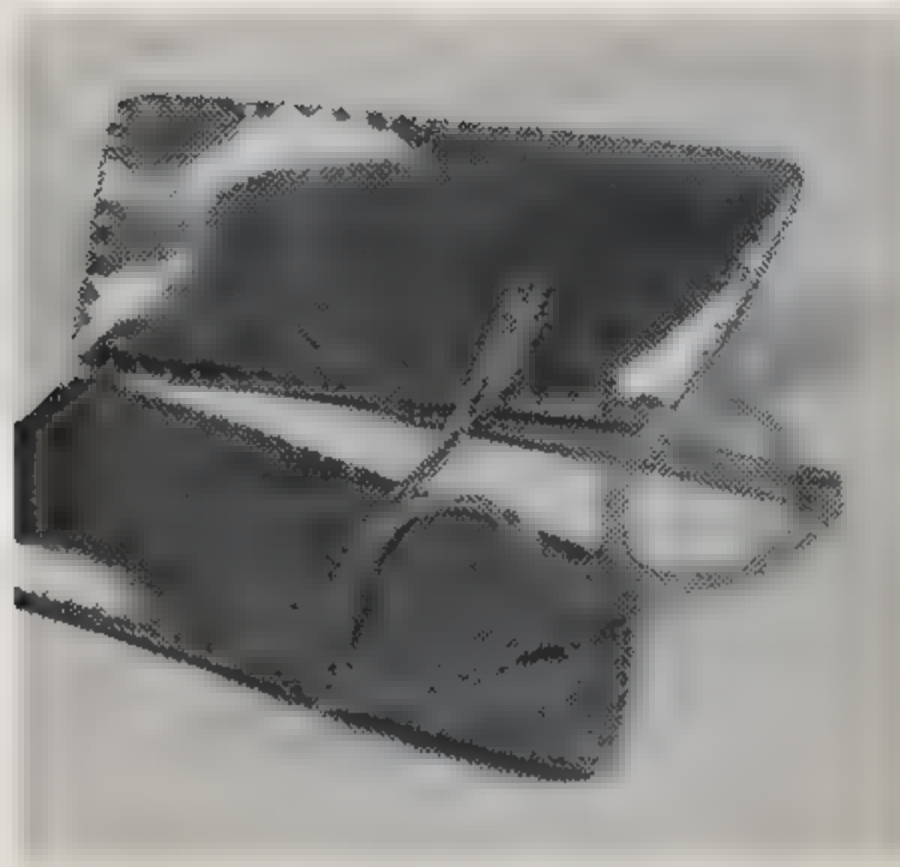
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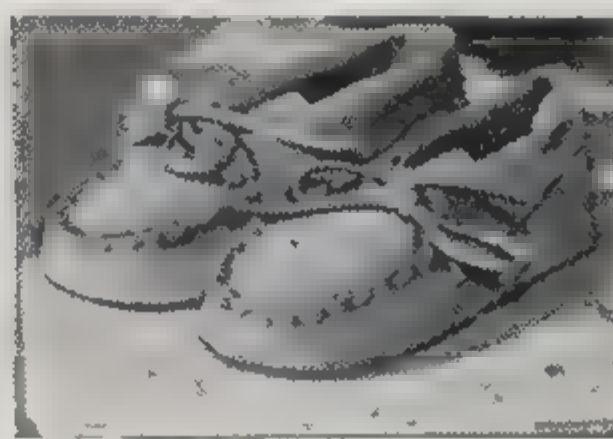
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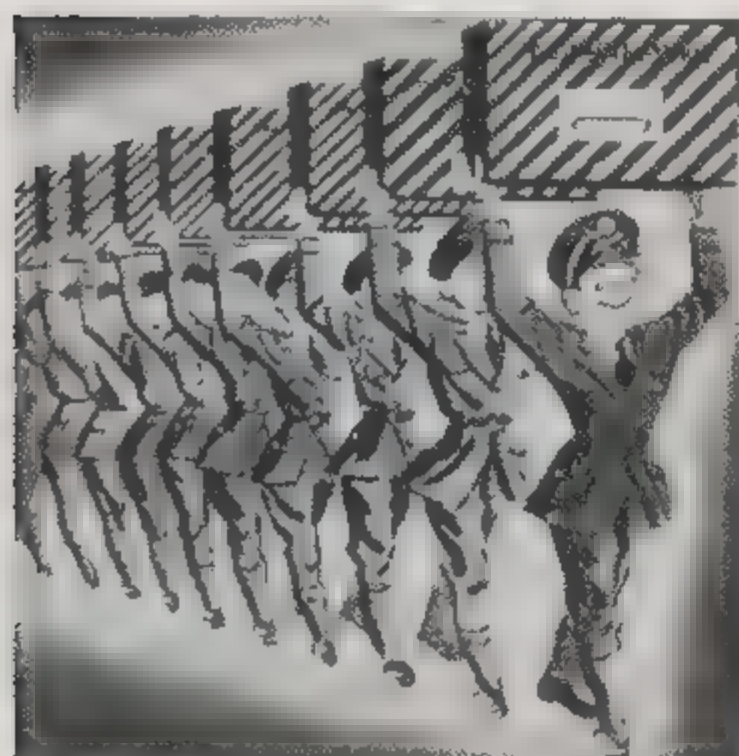
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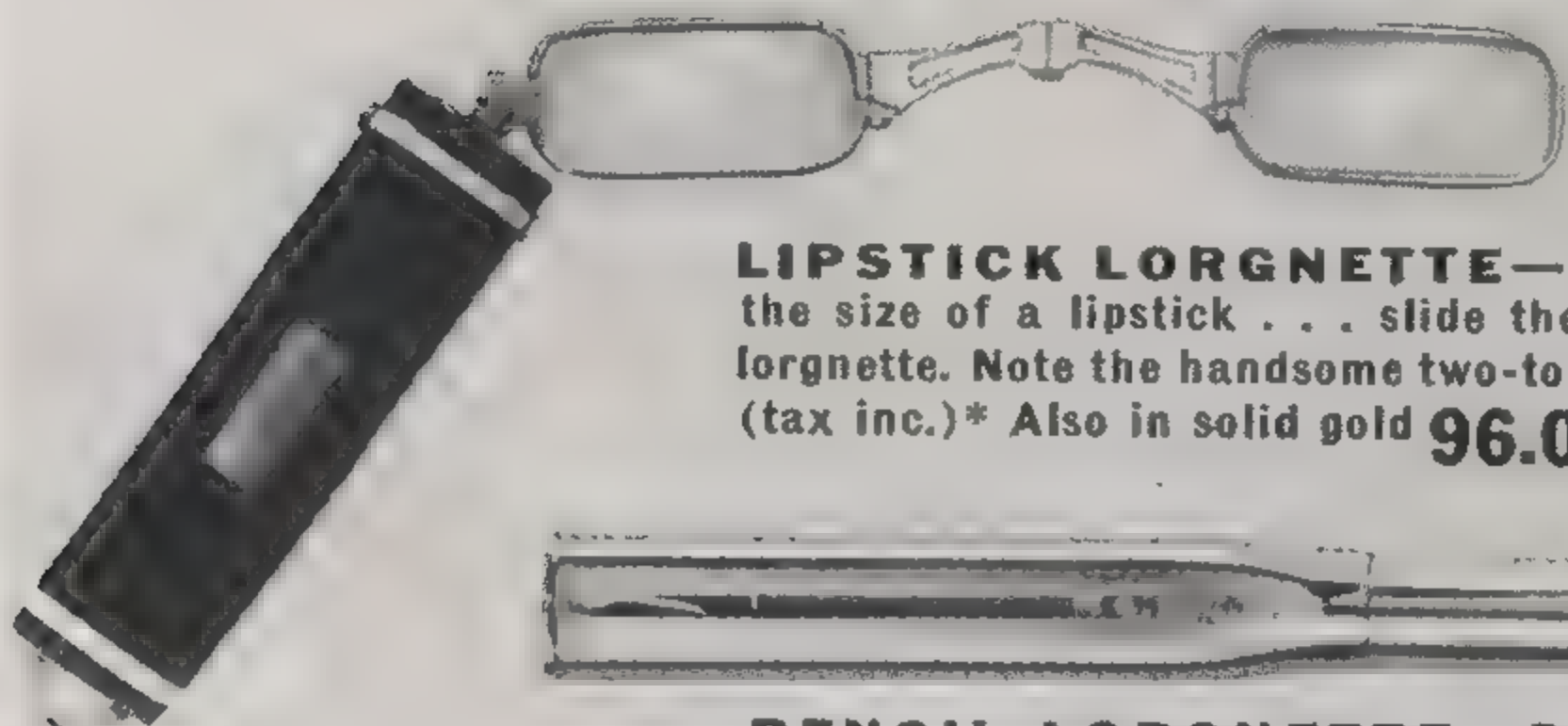
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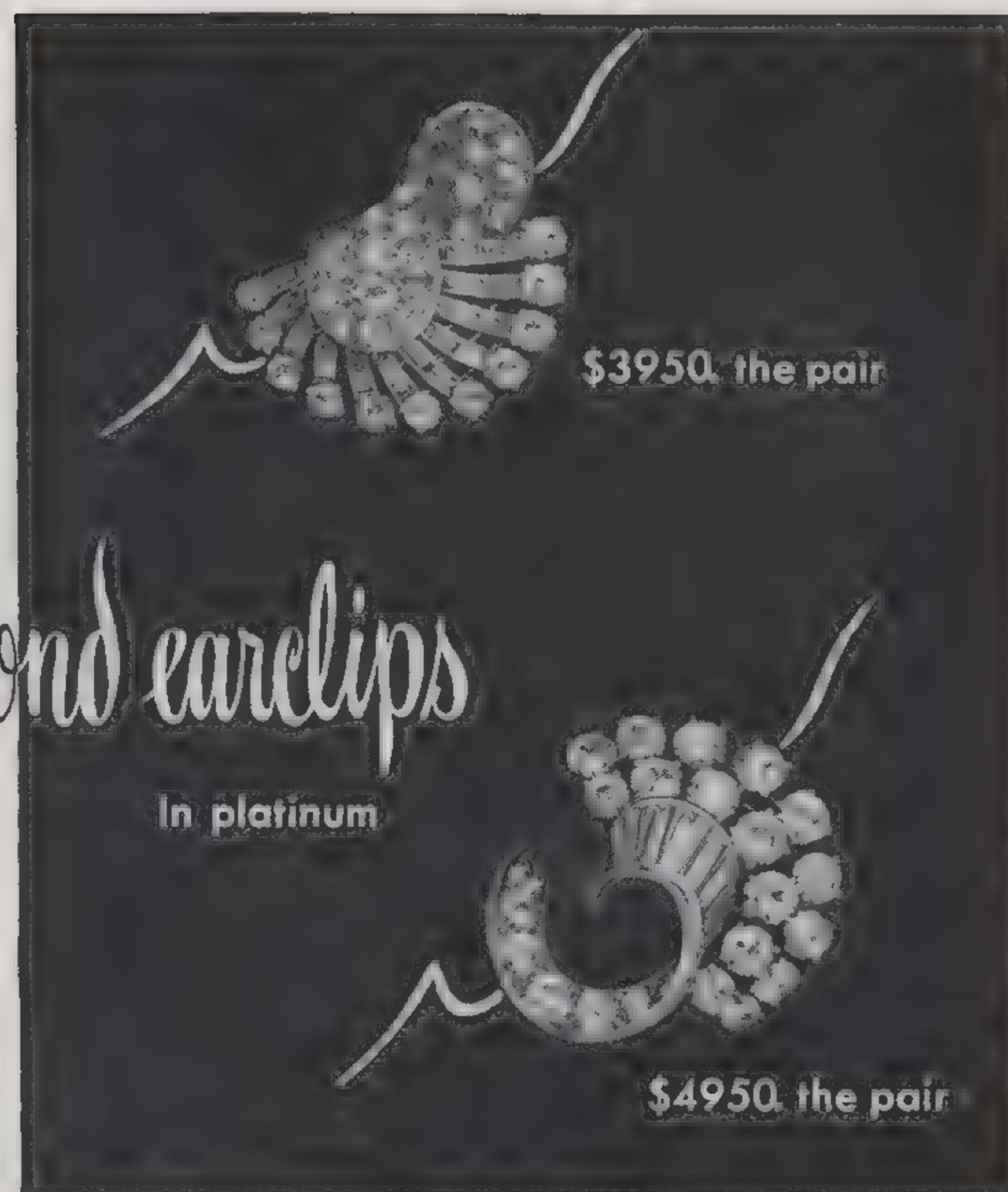
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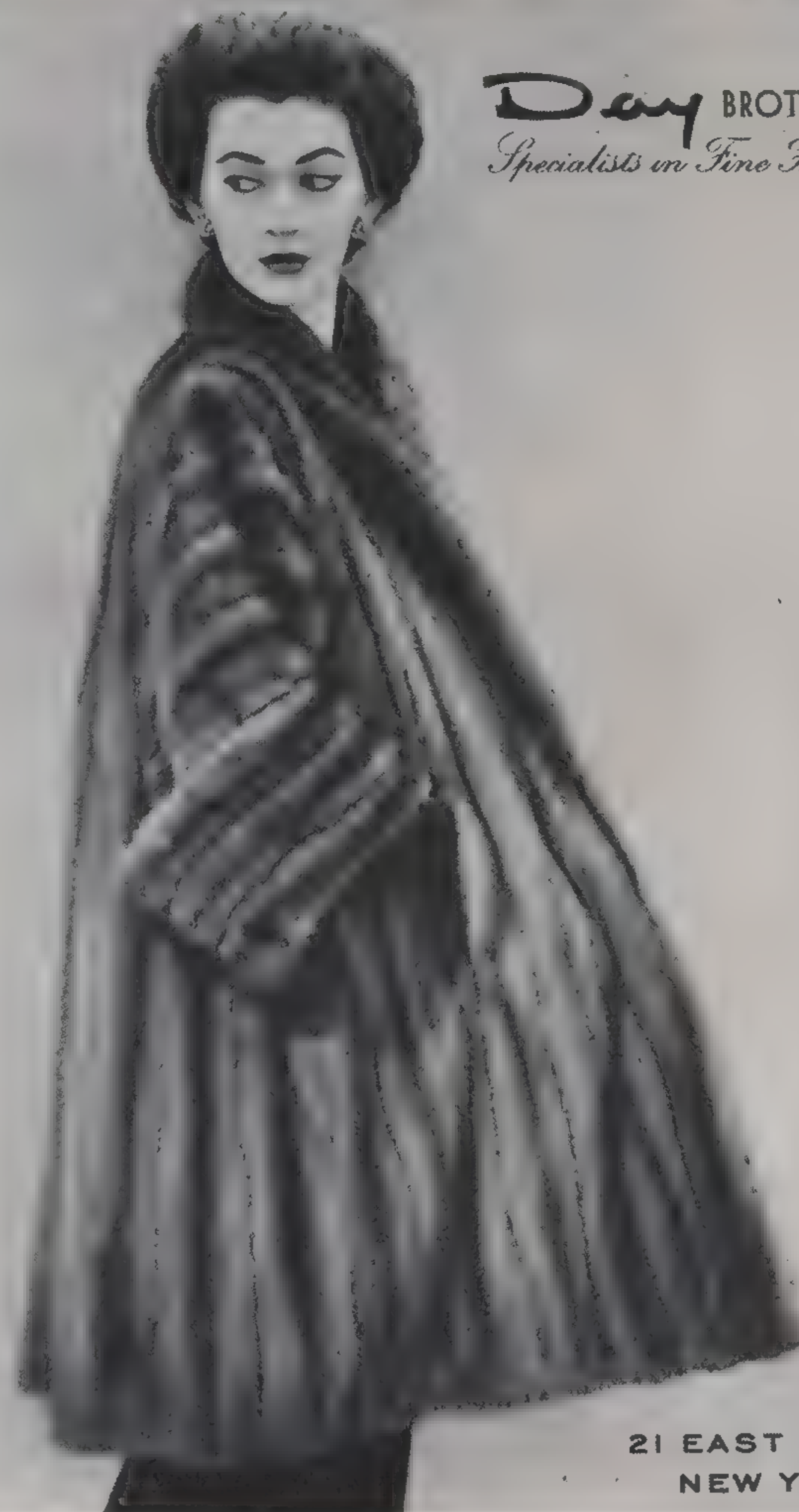
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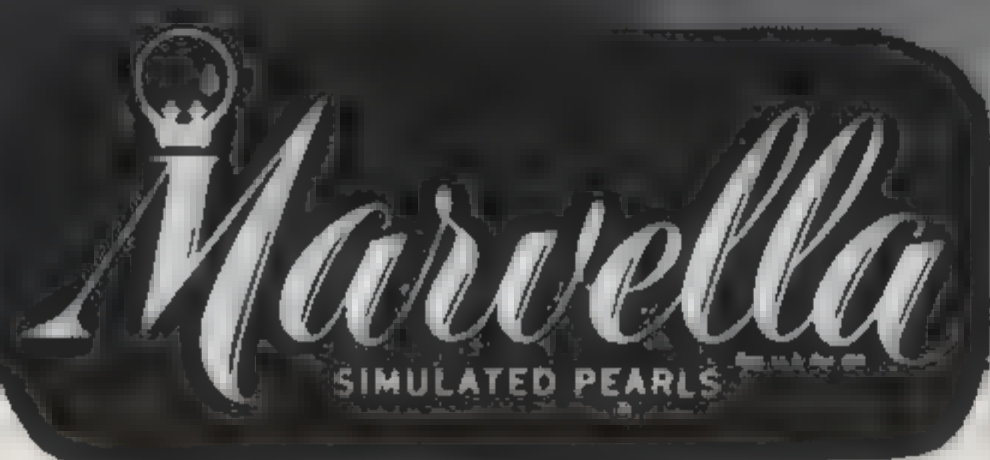


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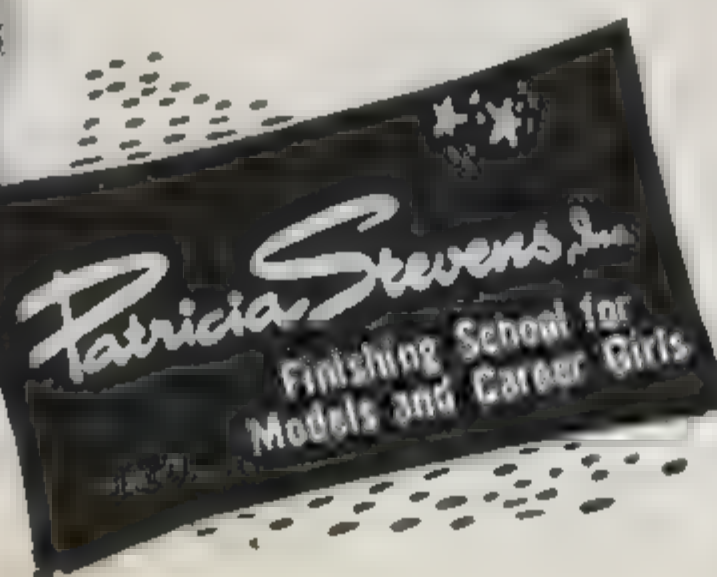
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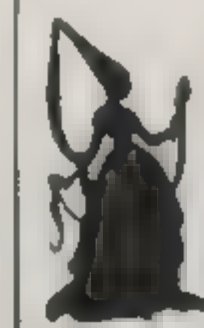
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NOVEMBER 15, 1951

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VANITY FAIR

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The new theatre look
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The new bright white for evening
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COVER: Balenciaga's Christmas ball dress, a Christmas package in itself—white satin tied with a streaming red taffeta bow. Bows are the be-all and end-all of every Balenciaga evening dress, but this is the biggest one that he's ever tied. On the lips, Lucien Lelong's new "Sealed Lips" lipstick, compounded for indelibility; the shade shown here is "Pink Flair."

MERRY CHRISTMAS

20 TIMES OVER WITH VOGUE

Check your Christmas list and see how many times

Vogue adds up to the perfect present.

Because Vogue is an authority on fashion

and beauty . . . a guide to the galleries, the theatre,

the ballet, the books . . . a forecast

of what's new and smart in decorating,

entertaining . . . it is a

wonderful "twenty-times-a-year" gift for

the very special people on your list.

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special offer described on the attached order

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Your legs
can be
your
prettiest
accessory

To make your legs your prettiest party accessory...pick beautiful 15 denier Berkshire 51s and 60s. Fabulously sheer, diamond clear, barely more than a breath of color, these are the stockings that shadow and shape a lovely leg to pretty party perfection.

...IN SHEER SHEER

Berkshire
stockings

SMOOTH AND SHARP... FAIRY-TALE COLORS FOR AN ENCHANTED EVENING. SMOOTH... THE 15 DENIER BERKSHIRE STOCKINGS IN "SMOOTH TINT" TO BLEND WITH THE FROSTY WHITE AND GOLD OF PRECIOUS SILK BROCADE, GOLD BROCADED EVENING BAG, LONG WHITE EVENING GLOVES OF FINE FRENCH KID.

SHARP... THE SHOCK RED OF SILKEN ROSES, AN OSTRICH FEATHER FAN. SMOOTH AND SHARP... RED SATIN SLIPPERS PIPED WITH GOLD, THE WHITE FIRE OF FABULOUS DIAMOND JEWELRY, THE SLIM, THIN SOLID GOLD OF CIGARETTE CASE AND HOLDER, ALL ARE FROM NEIMAN-MARCUS, DALLAS.

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VOGUE'S EYE VIEW OF PRESENTS WITHOUT PRICE

G I V E :

YOUR BLOOD, perhaps to someone the gift of life.

YOUR TIME to an organization whose work depends
on volunteer service. It could be

your local hospital, your political party,
or Civilian Defense unit. It could be the

A.W.V.S.; the Red Cross; the P.T.A.

In New York, the Goldwater Memorial Hospital
has appealed for help.

THE CLOTHES YOU DON'T WEAR to someone who will,
perhaps to Goodwill Industries;
to American Relief for Korea;
the Salvation Army.

SOME BOOKS AND MAGAZINES to your local
veterans' hospital; the U.S.O.

A PARTY to raise money, perhaps for your
school or college alumnae fund;
maybe for one of the causes below.

YOUR EDUCATION. Volunteer teachers are needed
to give English instructions to
immigrant adults in the evenings. In New York,
there is the New York City Mission. In other
cities, it's the International Institute;
the Y.W.C.A.; the local Board of Education.

SOME GOOD ADVICE to a girl who is thinking
about her future. This year,
50,000 student nurses are needed.

YOUR VOICE. The National Committee
for Recording for the Blind
is setting up units across the country.
Volunteers read books aloud;
recordings are made and loaned out to the blind.

SOME DANCING LESSONS a night a week, to the
young boys at your local boys' club.

SOME THOUGHT as to how you give your money.
Give as wisely as you can, looking first to the
un-met needs of your own community.
Names you could add to this year's check list:

THE AMERICAN FRIENDS SERVICE COMMITTEE • THE NATIONAL ASSOCIATION
FOR MENTAL HEALTH • NATIONAL MULTIPLE SCLEROSIS SOCIETY •
NATIONAL LEGAL AID ASSOCIATION • U.N. CHILDREN'S FUND •
THE NATIONAL SCHOLARSHIP SERVICE AND FUND FOR NEGRO STUDENTS





THE NEW FASHION—AND THE OLD ALLURE

We say the only questions involved in buying an evening dress are the ones you ask yourself in the fitting room. And, since you don't have to be shy when you're asking yourself questions, put it straight: "What does it *do* for me?" Does it make my waist look smaller? My shoulders look prettier?


Because the one reason for buying an evening dress should be this: in it, you look your absolute best. Then there are related questions: what's a prettier way to wear my hair? A new place to put a pin? What kind of shoe? There are some answers on the next twelve pages.

Scene-stealers. Surprises. New answers you can count on. New fashions—with the old allure.

Here, two views of: A Charles James new, short, real ball dress you can count on to make the most of a beautiful back; a fine figure of a figure. The bodice, carved of white satin, shadowed over with black chiffon. Above-ankle skirt of layers of tulle; a chiffon bustle. New place for a pin: half-way around the curve of a little waist.

The pretty sandals, evening windings by Newton Elkin; these, the dress, at Lord & Taylor. Diamonds by Harry Winston. Giant boutonnière, by Ann Hagan.





THE NEW SUSPENSION SANDAL, *above*. Standing on a thin-strip of metal, the most spectacular shoe idea yet devised for evening. (Sideways, there appears to be no heel at all—only a thin strip of rhinestones.) Still a Perugia dream, this idea for a slight, thin—and unforgettable—sandal will be continued in the workrooms of I. Miller in America.

THE NEW THEATRE LOOK, *opposite*. A small *white* hat; *white* fur, slipped off one shoulder; *white* gloves. And that does it. That, with a bare-shouldered dress, will, we predict, become a great theatre fashion by December; will provide just about all the allure any one woman could manage. The jacket is completely reversible—black Hollander-dyed Russian broadtail on one side; ermine, the other. By Revillon Frères. The cap, white velvet flowers with rhinestone dew, by John Frederics. Jewels, Verdura. Capeskin gloves by Bacmo.





THE FASHION AND THE ALLURE—THE SHORT, VOLATILE SKIRT. More and more, for bigger and bigger evenings, it's the fashion, the skirt that's short and afloat. And, more than ever, it's alluring, with the bared shoulder, the waist that's like a drawing of a waist, the fabric that's like a fabric's shadow.

Above: A ball dress, this short. A skirt, this full and made of black nylon lace and net.

The bodice, part black lace over rose-beige silk taffeta; part, your own bare shoulders;

the whole, shaded with black net. By Hannah Troy, \$155. Henri Bendel; Hutzler's.

Opposite: A short skirt, a light mist of point d'esprit over silk taffeta. The bodice, a halter—tied in a soft fall of black ribbon. Taffeta by Oneida. Dress by Herbert Sondheim, \$110. Bonwit Teller; Strawbridge & Clothier; Frost Bros.; I. Magnin. Glove-length muff of Emba white mutation mink, at Revillon Frères. Rhinestone pin by Bogoff.



THE FASHION AND THE ALLURE—SO MUCH WHITE IN THE EVENING. Luminous whites in two new fabrics, tissue satin and vapour faille, each as light as paper in the wind; each making this year's point: black is the colour to put with white.

Above: The dress of tissue satin, uncomplicated as a string of pearls. The jacket is of black *peau de soie*, embroidered with beads and braid, and fringed with nylon straw. (This jacket, plus a short black or red dress, could equal a winter's worth of little evenings.) By Ben Gam, \$300; Bergdorf Goodman; Garfinckel's.

Opposite page: A theatre dress when worn with a small hat; a cocktail dress, with a hat like this. Of black and white Tuller silk faille; count on it to make less of a little waist. By Mollie Parnis, \$115.

Rhinestone pin by Accessocraft. Stockings by Tabarin. Black satin shoes, \$26. All Saks Fifth.

Dress, also The Blum Store; Famous-Barr; Neiman-Marcus. Hat, a tipped-up scoop of beaver felt, by Lilly Daché.





M

ANY TONES OF BLACK—ONE SURE ALLURE. Black on black for little evenings.

Above, left: How many textures of black on black for a little evening of dinner and the theatre? Two new ones:

the jersey shirt teamed with a narrow black velvet skirt. The shirt, of Lebanon wool jersey, wraps once,

ties in a long fringed sash. Then, if little evening means a littler evening, say, just staying home: this shirt

over velvet pants, perhaps one of the new got-up felt skirts. Shirt, an Italian design adapted by Dorothy Korby

for Marshall Field, \$13; also at Bendel's Young-Timers. Bendel's also has the velveteen skirt, \$15.

Above, right: Here, the black on black is nylon brocade, and covered enough to start the evening about six.

Loopings of pink velvet at the collar. By Martini, \$90. Altman; Gimbel's, Phila.; Wm. H. Block.

Opposite page: How many textures of black on black for a city evening, beginning early, ending, perhaps, with dancing?

The two here, lace on taffeta. A coat-dress, buttoned to the waist, then zipped to the hem. Of cotton lace over Celanese acetate taffeta. By Arnold-Fox, \$60, at Best's; Hudson's; Woodward & Lothrop.

Hat by Braagaard. The glittering bracelet and earrings are by Bogoff; Best's. Gloves by Kayser.







Reece ("Goose") Tatum

CLOWNS AT SPORT

FREDDIE TRENKLER, *opposite*: A red-nosed bundle of dejection, mounted on skates, has been the comic hit of the *Ice Revue* for the past ten years. He slithers, wobbles, and bounces with startled insouciance and a flurry of chipped ice. He leans back on his heels so that his skates leap out like a skipped stone and his despair registers in a cry half yodel and half wail. With superbly skilled awareness and seemingly double-jointed legs, Trenkler's routines combine the high humours of Ray Bolger, Bobby Clark, and Disney's otters.

REECE ("GOOSE") TATUM, *above*, is head clown and star of the Harlem Globetrotters, a professional basketball team that clowns its way to victory—3,908 wins, and only 252 losses to more serious-minded adversaries. (*The Harlem Globetrotters*, a film version of life with the team, opens this month.) Always on the break of a double-shuffle, "Goose" never lets raising a laugh—like pretending to throw a ball that insists on rolling back up his arms—interfere with his ability to score. His reach is spectacular, his grin a disarming apology for embarrassing the opposition.

Freddie Trenkler



PEOPLE ARE TALKING ABOUT...



JANIS PAIGE, the delight of *Remains To Be Seen*, is an orange-haired girl with lovely legs who plays the ravishing part of a girl who sings with a band. (Only a chemist could analyze the contents of this comedy that makes for a first-class second-class evening.) The high moments come when Miss Paige, as in the photographs on these pages, listens to hot records, starts to twitch all over, and then, with a dedicated expression of bliss, throws her hips, dances her own jivey steps. It is fun for audiences to watch a happy girl in her first big Broadway part, a girl full of honest charm, of miraculous pleasure in just living.

PEOPLE ARE TALKING ABOUT... The oil slick left in the U.N. from the Iranian-British dispute... Senator Robert A. Taft's upside down analogy in his speech to the Michigan Republicans: "There is no reason why we can't make politics as honest as baseball."... The top level Sunday afternoon television program, Martha Rountree's "Meet the Press," on which political figures explain their often curious positions to four inquiring reporters; one of them, Lawrence Spivak, always asks acutely trapping questions, occasionally gets boxed himself... *The Cruel Sea*, by Nicholas Monsarrat, who has written a good book about the brutal task of the officers and ratings on a British corvette during World War II; one of the officers asks a girl in the Wrens about her former work: "I was on *Vogue*," she said, and added, "Look. I have this face, and I have a brain, and I can talk. But people don't really like the arrangement: they prefer things one at a time. Women are afraid of the mixture, men don't want it—they don't even know what to do with it."

PEOPLE ARE TALKING ABOUT... The clear line elegance of José Greco and his troupe in their Spanish dances; the ripened grace of Teresa Maya, who has the ability to foam all over the stage as though she were a soufflé boiling over... The new Alexander Yoluf Gallery on Fifty-seventh Street, New York, with its first show a celebration of Max Ernst's sixty years... The clarity and the simplicity of *The New Fannie Farmer Cook Book*, that definitive work... The universal usefulness of Defense Secretary Lovett's "To hell with the cheese. Let's get out of the trap."... The series of talks on Psychosomatic Medicine at New York's Town Hall... The pleasant new book, *The Amiable Baltimoreans*, with its story of that city's great society columnist, Dr. Taylor, whose court circular style changed thus only once: "Anybody who lives in the Green Spring Valley has either to be a Stewart or a Horse."

PEOPLE ARE TALKING ABOUT... The serious need for women in all the military services; the Department of Defense would feel more comfortable if there were ninety-five thousand women in the WAC, WAF, WAVE, and MARINE uniforms... The richness of RCA colour television, shown recently on an experimental basis; it makes black and white TV fairly dreary... *Barefoot in Athens*, by Maxwell Anderson, who has again written a play for adults.

PEOPLE ARE TALKING ABOUT... The skill of Irving Pichel's stage direction and the beauty of Joseph Rosenstock's conducting of the New York City Opera's new work, *The Dybbuk*, which, musically, at times had all the fascination of a worthy legal brief... Professor C. E. M. Joad's prickling and amusing new book, *The Pleasures of Being Oneself*, in which this aging gamin of the University of London writes of the enduring happiness of playing Bach in the morning on a pianola, of the delight of baiting officials, of the dubious pleasure of growing old... The exasperating fun of the new game, "Labyrinth," played with a small metal ball and a maze of infuriating holes in a wooden box... The apathy of many civilians towards the Government's cry for blood donors for the bloodline to Korea.



I: New way to keep keys:
fastened on a golden ram's head,
then stashed in a little velvet drawstring pouch
that dangles fishes (to help you fish
in your handbag). \$10. Jay Thorpe.

27 FASHIONS TO GIVE

Shown life-size: Vogue's choices...

from \$1 to \$25...in shops across the country

What woman wouldn't bless you for giving her one of these wonderful fashion presents for Christmas? That isn't a rhetorical question—we intend to answer it. Your gardening cousin probably wouldn't, if all she really wants is a borderful of spring bulbs; your just-married niece probably wouldn't, if she's counting on your customary check to buy an extra lamp for her new house. But we think these are exceptions. Practically every woman is sure to be pleased by a present that is not only beautiful, but fashion news—and that's just what we have here. In fact, we have 27 such presents, ranging from a \$1 handkerchief to a \$25 handbag.

Why are there 27? You might have guessed: we aimed for 25; but Vogue's editors, like many other women shoppers, couldn't resist the two delightful extras that turned up after the quota had been filled. So there are two more for you to shop from. Everything shown is life-size for a reason: that's the closest we could come to putting these presents right into your hands.

Two other reasons why shopping here might be your most effective short cut from planning to packing: you can buy all of these presents without the least knowledge of measurements (even the belt we show is adjustable); you can buy them in shops across the country.

HERBERT MATTER





2

2. Big, beautiful *green* earrings.

Some of the stones pale shades, some deep, emerald-looking. \$8.50*. Saks Fifth Avenue.

3. Biggest jewel of all? Almost a yard and a half of polished colour. Rayon satin scarf, many colours; \$9. Saks Fifth Avenue.

4. We think we caught the prize — in a year of green, a year of big jewels.

Domed pin, \$17*. Saks Fifth Avenue.

5. Green satiny handbag (accent for black, for one thing), with one of the best working arrangements we've seen in handbags. It unfolds and works like a snapdragon's mouth at the top. \$13* at Saks Fifth.



4

5

6. Gold-plated metal hand to clasp dollars (or perhaps the ends of a scarf): in simulated ruby finger tips. \$4.50* at Hattie Carnegie.

7. Give one, or a bouquet of a dozen, bright Irish linen handkerchiefs. \$1 each; Lord & Taylor. *PLUS TAX

6

7



8. A long, narrow, striped silk scarf, made to tie well. There's a notch to keep the scarf close and flat at the back. \$3; Lord & Taylor.

9. One of the reigning beauties of a bracelet year, liquid, changing shades of green stones, set in a flexible band. \$25*; Lord & Taylor.

10. For The Woman in Black? A black Lucite (black-onyx-looking) compact, with stones that waver from red to blue when they meet your glance. With its own black bengaline case, \$10*. Lord & Taylor.



12

11. A fine, important span of bracelet—
heavy links of sterling silver, swinging one big lump
of silver-framed fake amethyst (or fake topaz,
ruby, whatever...). \$10*; Lord & Taylor.
12. For Saroyan's sung-of "Beauty," or for the likes
of her—a brilliant, velvety belt, thickly encrusted
with bright stones across the front.
You don't have to know the given waist-measure—
this adjusts. \$16 at Lord & Taylor.

13

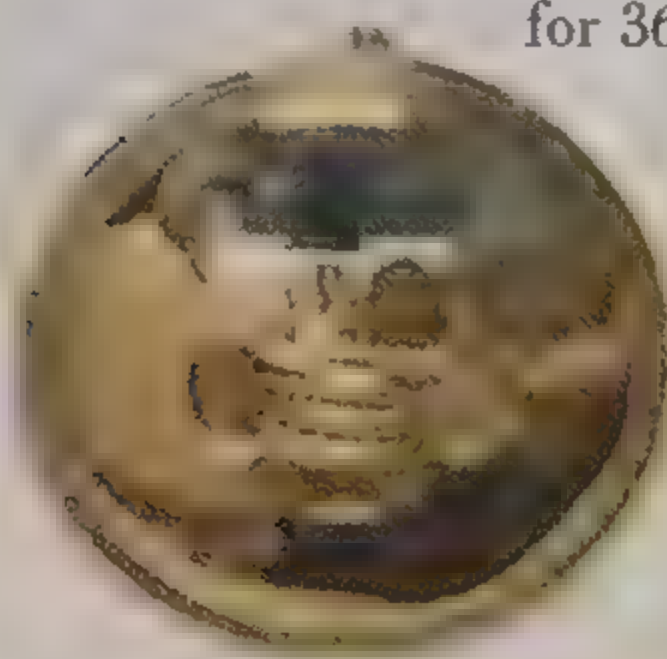


13. Compact on a diet:
one of the thinnest we've seen,
and handsomely made, of brass,
eagled and starred. \$9* at Hattie Carnegie.

14. Gold-plated button earrings go on with the button idea—
gilt threads cross their centres. You might be thanked for these
for 365 days. \$7.50*; Bergdorf Goodman.



14



15. Shoe-buckle pin, gold-plated,
with sparks of rhinestones.
The gilt itself, textured, news.
\$7*; from Altman.

*PLUS TAX



15



16

16. A dazzler, a ring
of gilt and mounded
rhinestones. Ring-size?
No matter, this adjusts. \$5* and:
17. Earrings in the same design
as the ring (not to be worn same time as,
however); with all the sparkle
and dazzle we think so becoming.
\$5*. All, Bergdorf Goodman.



17



For makers—and for shops in other cities, see page 156

18

21

22

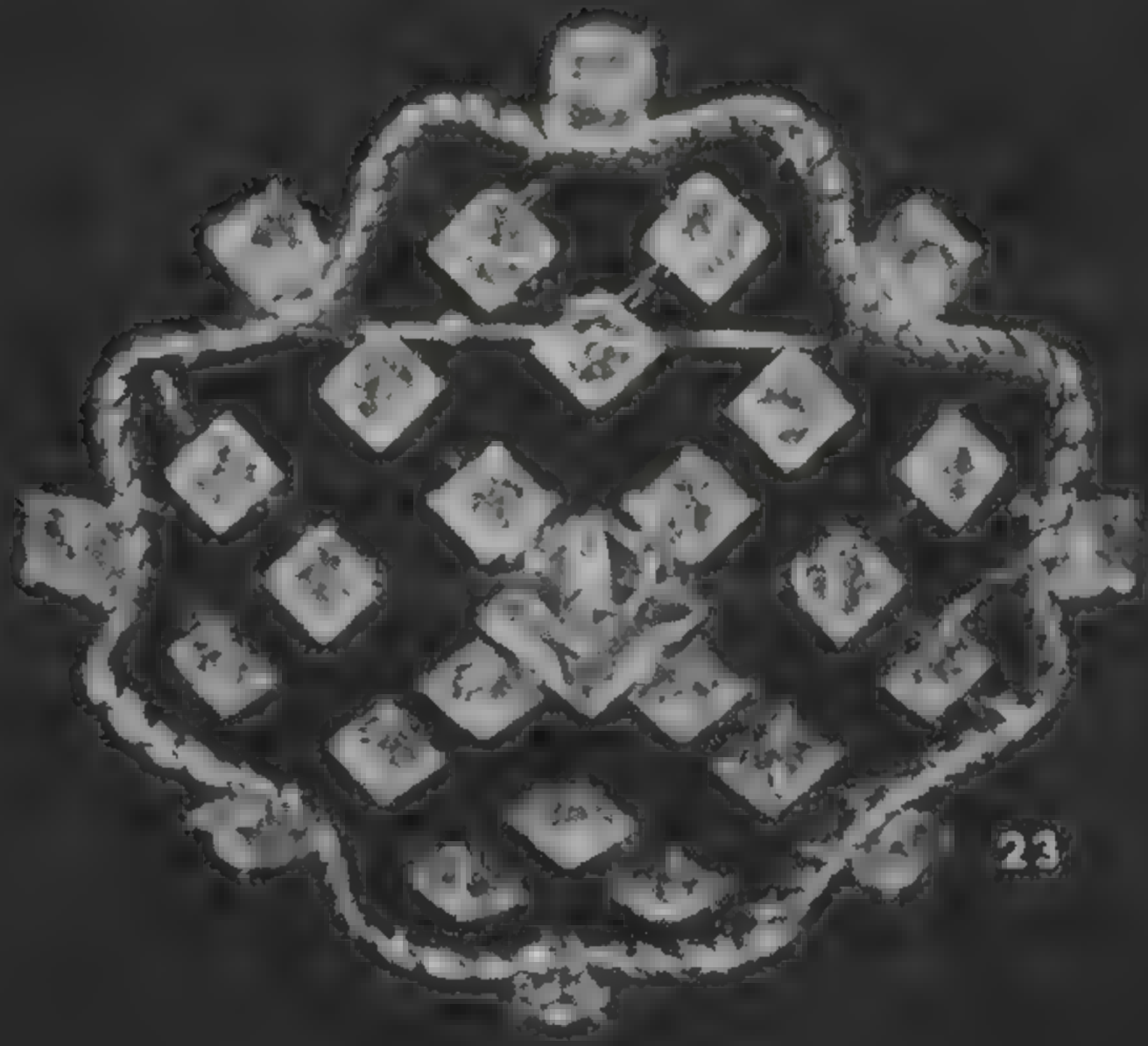
19

20

22. Beautiful: handkerchief
27" square, Egyptian cotton
in three textures, crisp centre,
satiny border, gossamer edges.
\$3 at Henri Bendel.

18. A thick rope of glitter—
rhinestones set in rhodium-plated metal.
Bracelet, \$17*, and:
19. A wreath-shaped pin of the same
roped rhinestones, new shape,
new idea. \$13*. Both, Saks Fifth.
20. Black velvet cuff with a brilliant
snowflake, permanently frozen.
\$7* at Altman.
21. A real jewel, at \$16*.
Six cultured pearls—pierced
(like shiskebab) on a gold-filled
skewer. At Saks Fifth Avenue.

For makers—and for shops in other cities, see page 156.



23

23. Glitter—set in space. Or so it would seem.

A pin with rhinestones set in a webbing
blacked-out to disappear when worn against black.
\$15*. Bonwit Teller.

24. The evening bag of a lifetime, this could be.
Cut rayon velvet—the design of the cutting
is the whole, handsome point. \$25*. Best's.

24



25. Very good colour, very good size—
pseudo pearls with a milky lustre
and this much news: a tiny, spiral gilt bead
between each pearl. Two strands,
\$13*. Bonwit Teller.

25

26



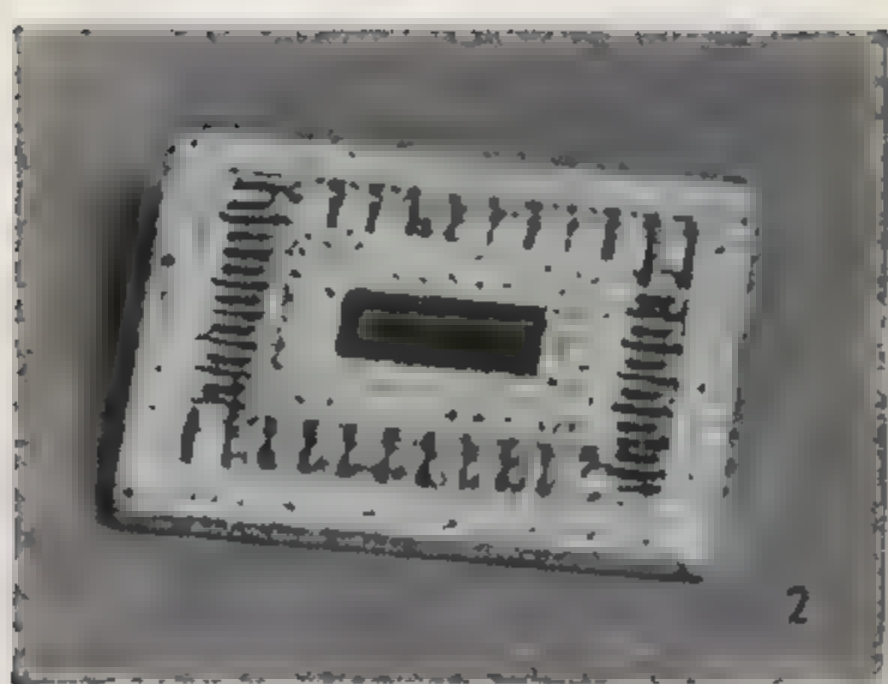
26. Money clip—bill clip—whichever way
the money goes. In sterling silver, \$4*.
In gold-plated sterling silver, \$5*. Peck & Peck.

27. Adapted from an important Italian shape—
bucket-shaped handbag of tan calfskin; daytime, in town or out. \$20*. Lord & Taylor.

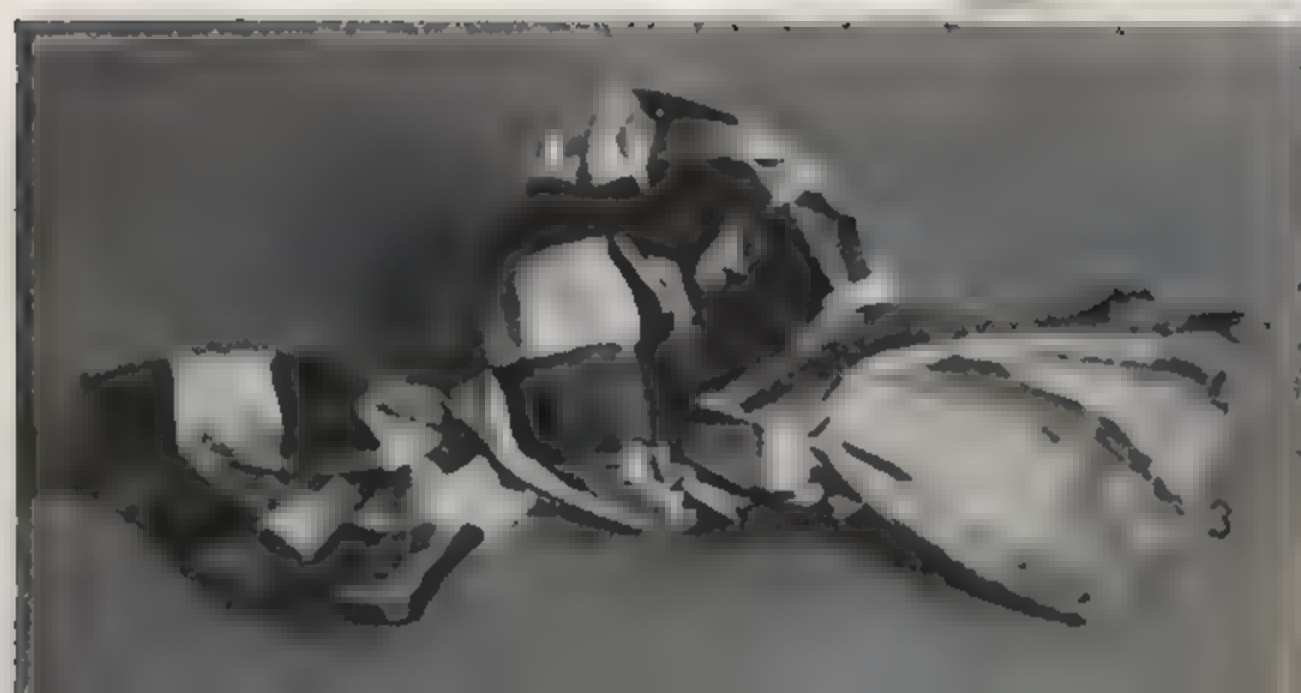
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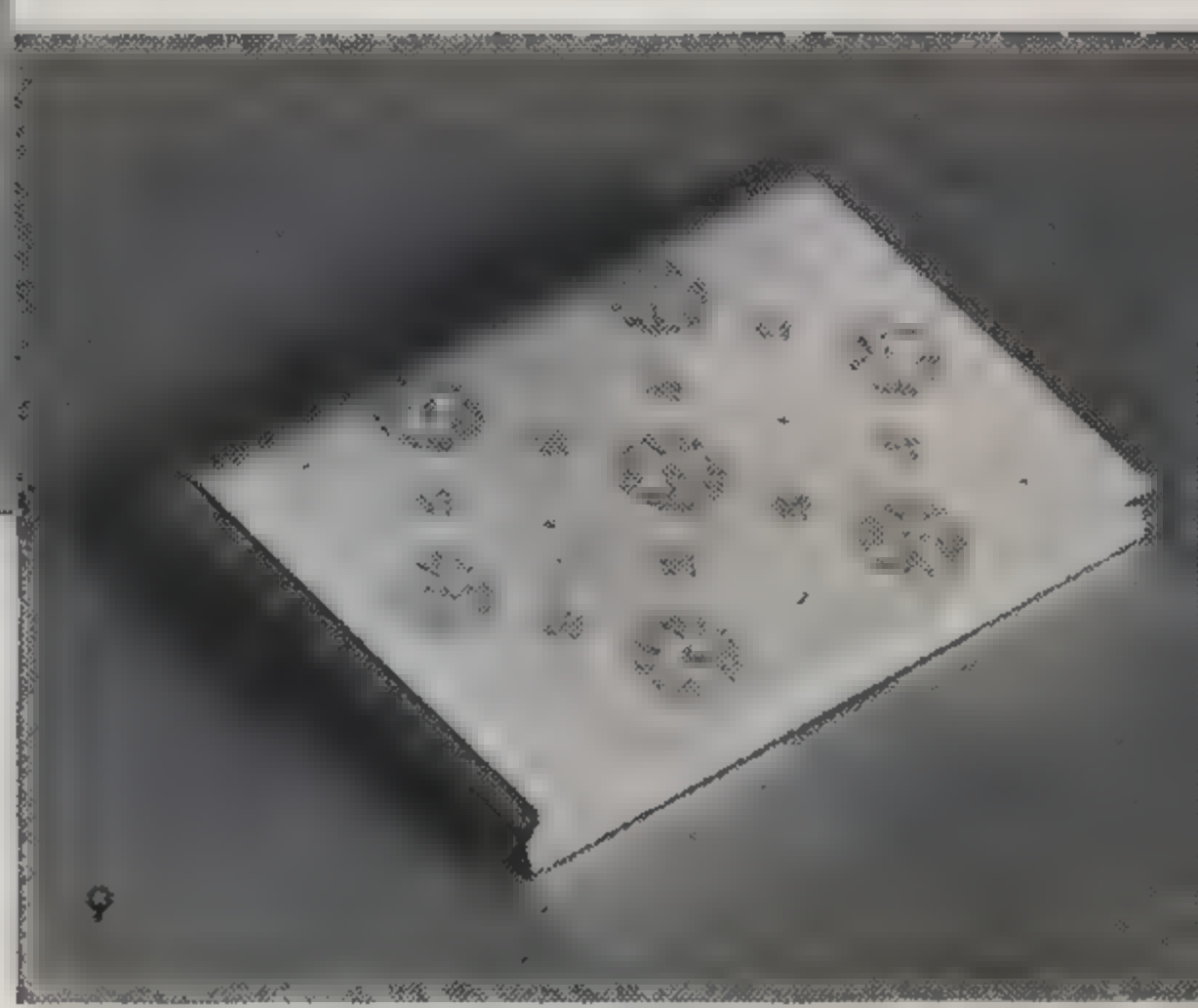
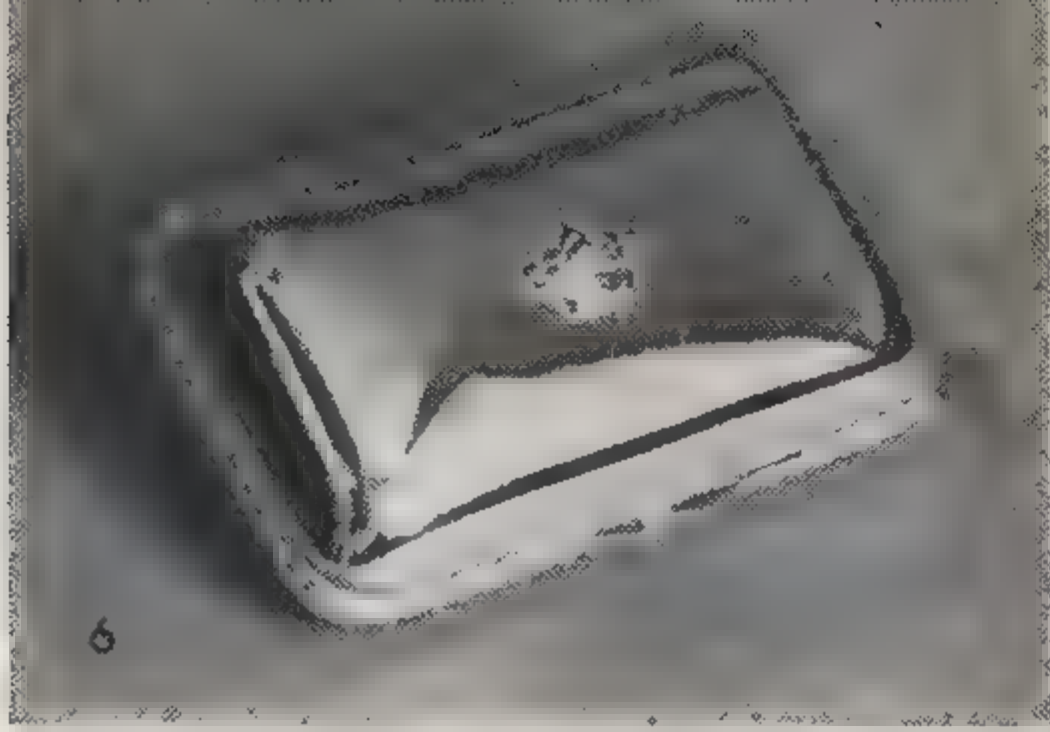
*PLUS TAX

HERBERT MATTER



RUTLEDGE





P RESENTS, PRESENTS, PRESENTS

On the opposite page is a look into the future: a lady who took Vogue's advice, found everything she wanted, and is ready now to wrap:

1. But not *this* one—she decided to keep for herself a black wool jersey halter and red rayon taffeta wrap-around skirt, to wear at home during the holidays. The halter, \$19. The skirt, \$35. Both at Henri Bendel.

2. That's the one that does it—a pin not usual in shape, for a woman with a way of wearing accessories. This, a rhinestone buckle, pin-backed, to thread on a ribbon, a scarf, or to wear as a pin. \$15*. Bergdorf Goodman.

3. Any woman in her right fashion-sense would agree—a wonderful fabric is what a scarf should be. This, Siamese silk, \$15. Henri Bendel.

4. Does she lead the life of pages 86 to 95? Then, a dazzler; three-strand bracelet of rhinestones flying into bangles. \$24*. Gunther Jaeckel.

5. For pretty feet, feet apt to appear below tapered velveteen slacks at home, sandals with black suède thongs, rhinestone-studded. \$12. Bonwit Teller.

6. A valuable little compact copied from an 18th-century snuff box, in gold-plated metal. One of a kind, for that kind of person. \$18. Jay Thorpe.

7. Message for the family chauffeur, if she's who we think she is.

A clanking bracelet, with cut-out highway motifs dangling. \$6*. Altman.

8. They fit—the way glacé capeskin gloves should. The surprise of these however, is the lining—a dandelion fuzz of yellow angora. \$8.50. De Pinna.

9. Lots of presents, consolidated: a compact with space for what a face might need in the course of an evening—lipstick, mascara, powder. \$10. Saks Fifth.

10. Nice place to read: in a pale blue wool felt bed jacket, news because of the fabric; because it could top at-home trousers. \$20. Lord & Taylor.

11. Financial advice given: a change purse of dark blue buttery calfskin, with gold-plated frame, a French ancestry. \$12*. Altman.

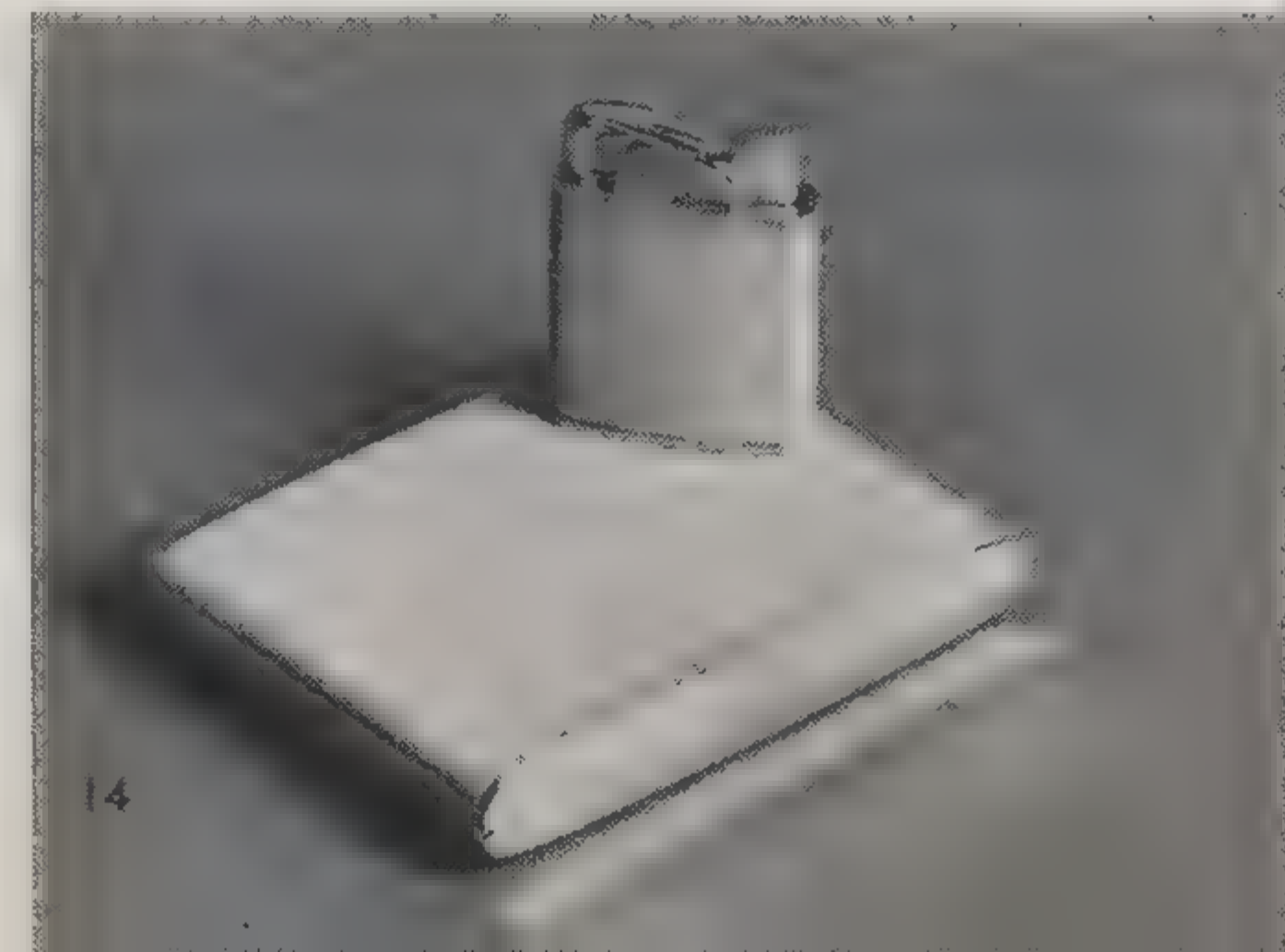
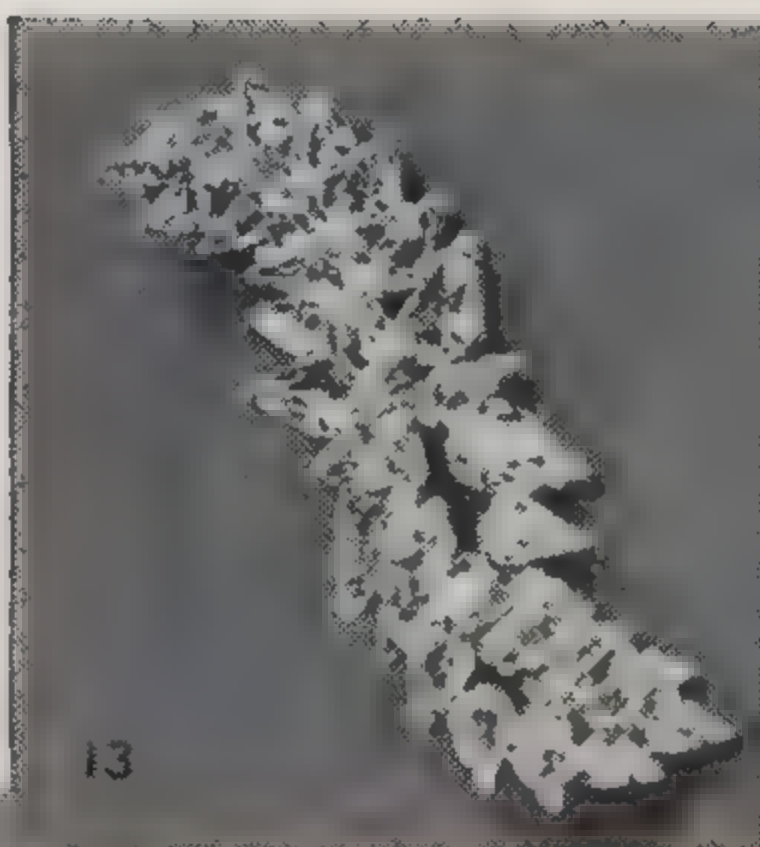
12. A little piece of luggage to give or take: a little case to carry on train or plane, to hold make-up, a nightdress, hairbrush—all the things you want nearer than your suitcase; \$53*. Saks Fifth.

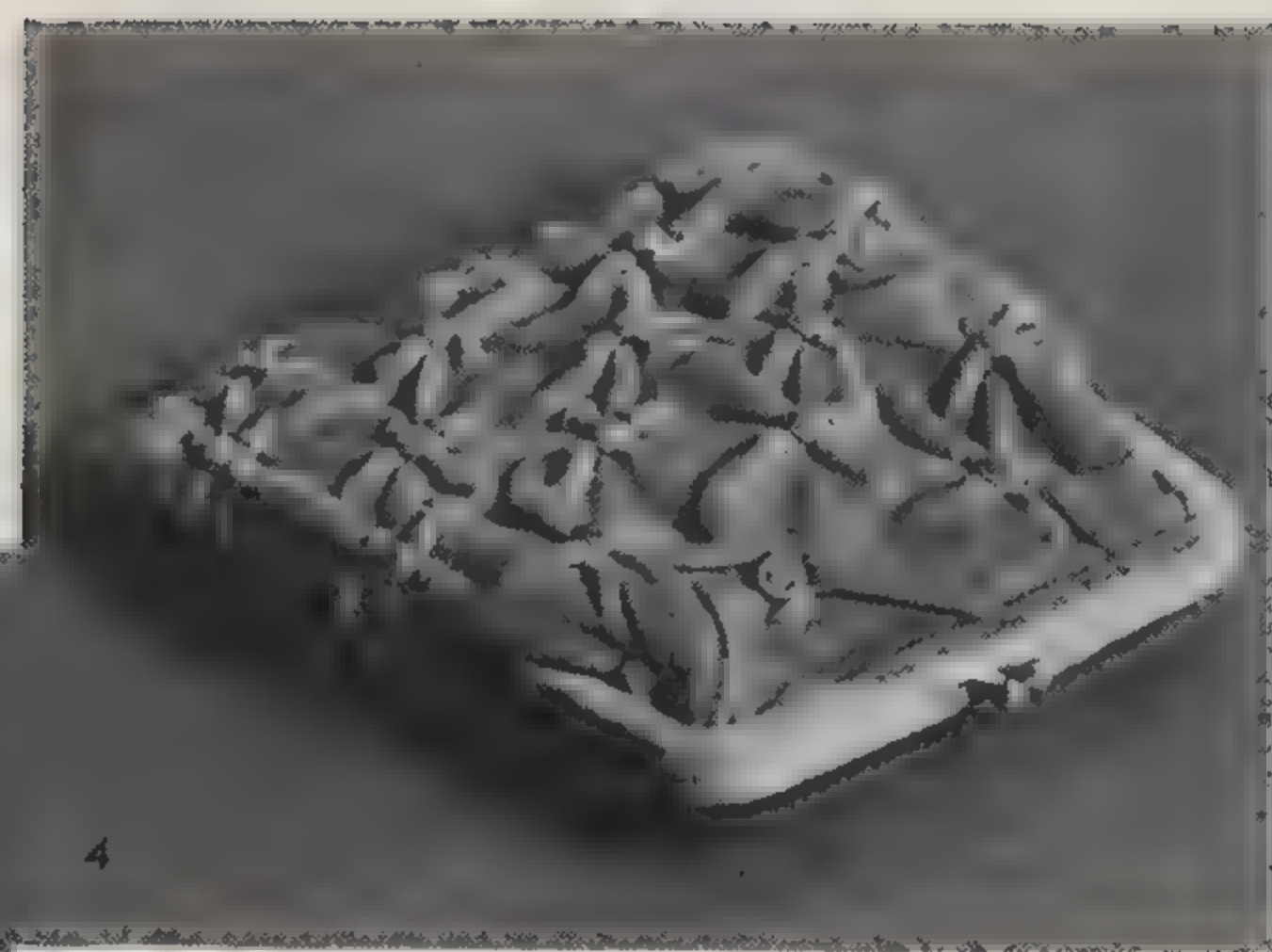
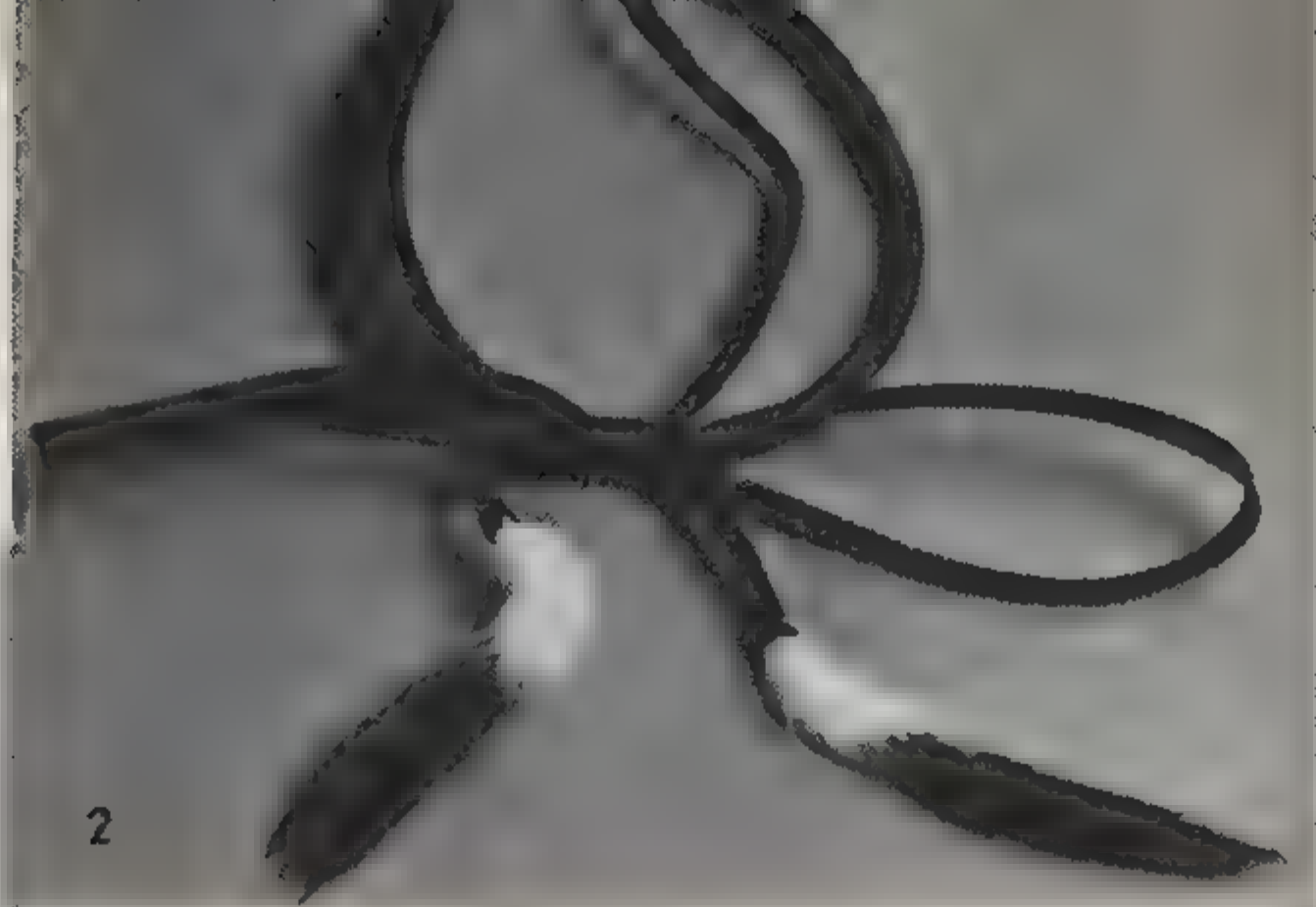
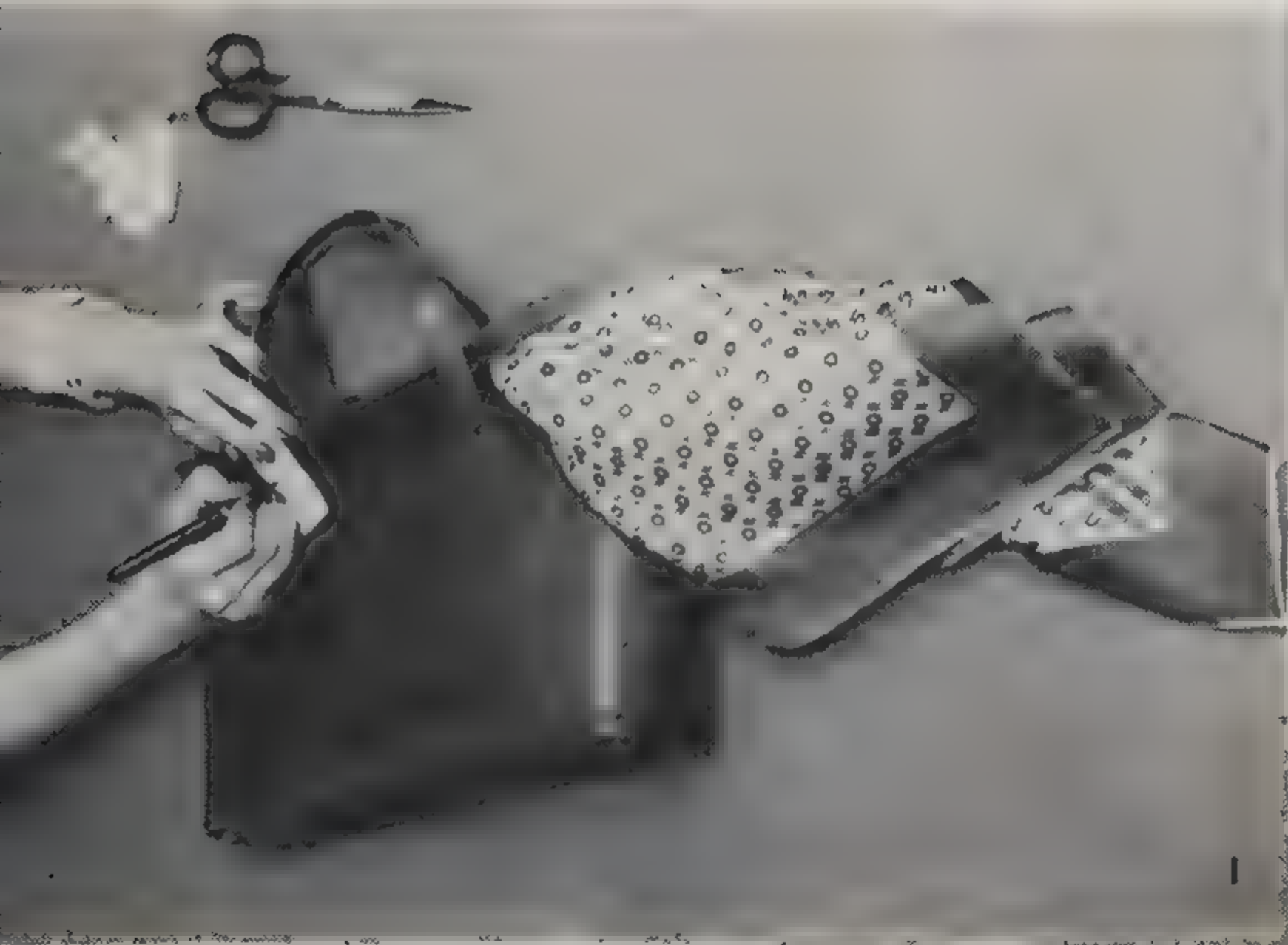
13. A new fashion within a brilliant fashion: a curving bar pin, with oval rhinestones and pear-shaped ones. \$19*. Bergdorf Goodman.

14. Leather covering for a cigarette lighter and case. Both are pigskin-clad. Lighter, \$6. Case, \$7. Lord & Taylor.

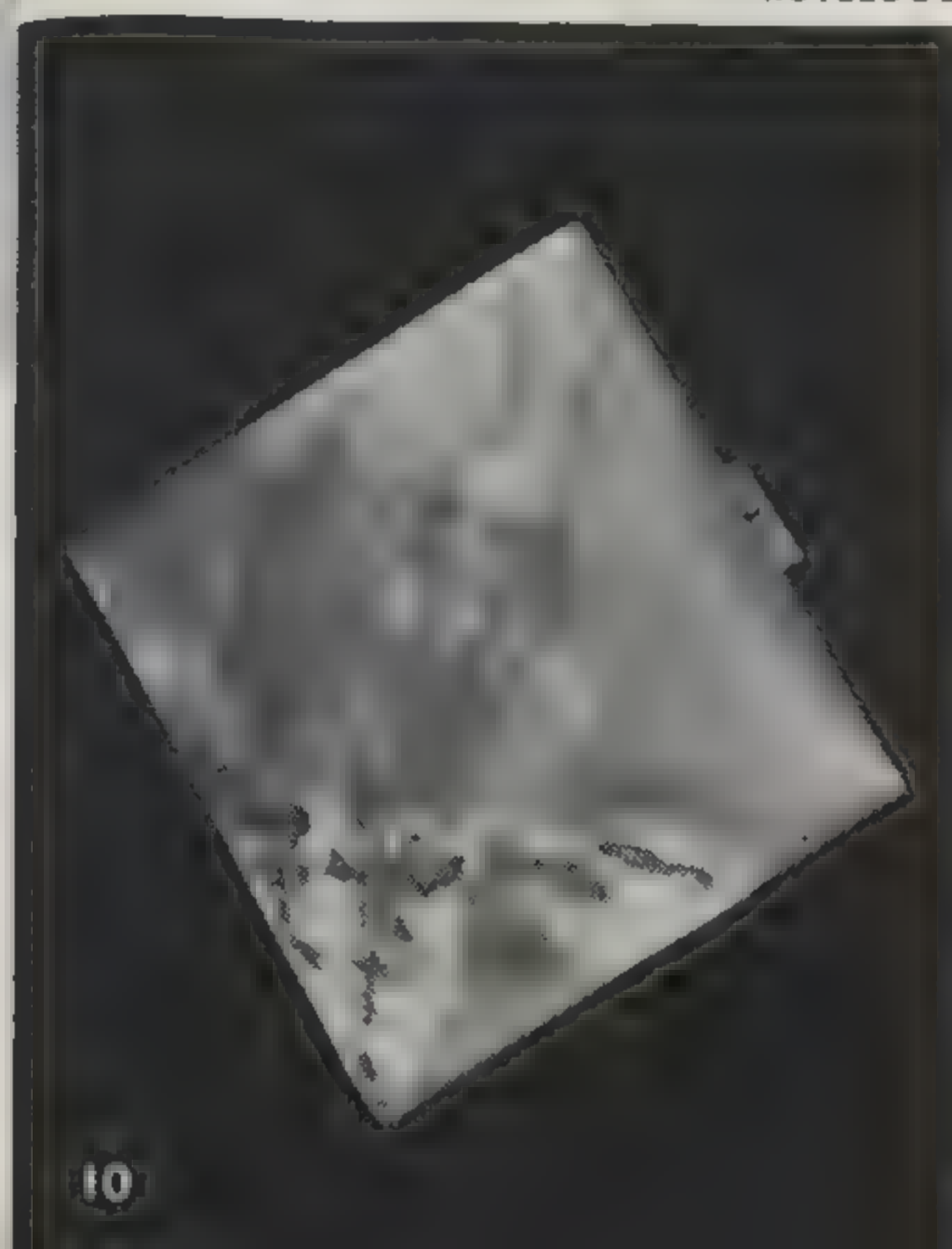
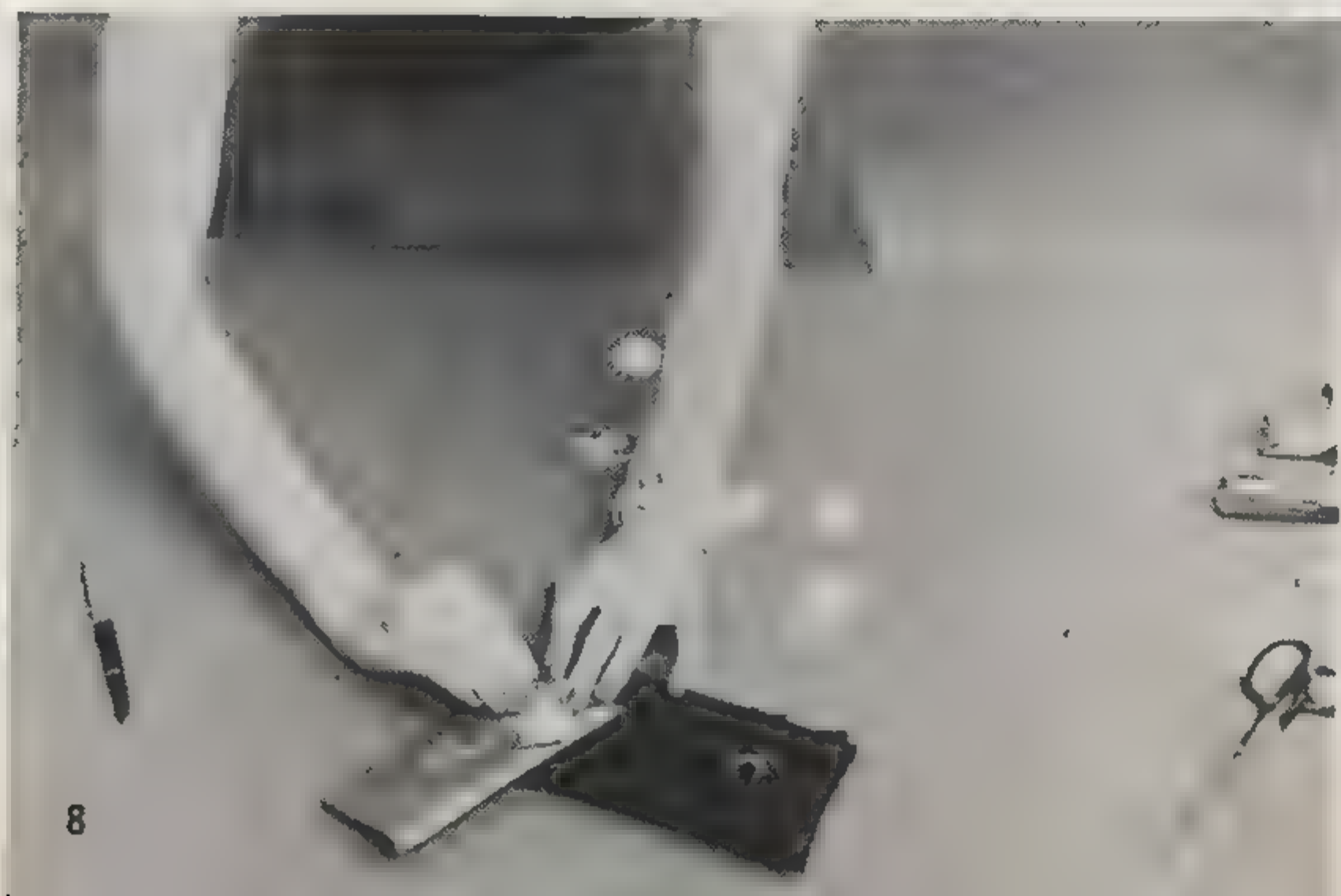
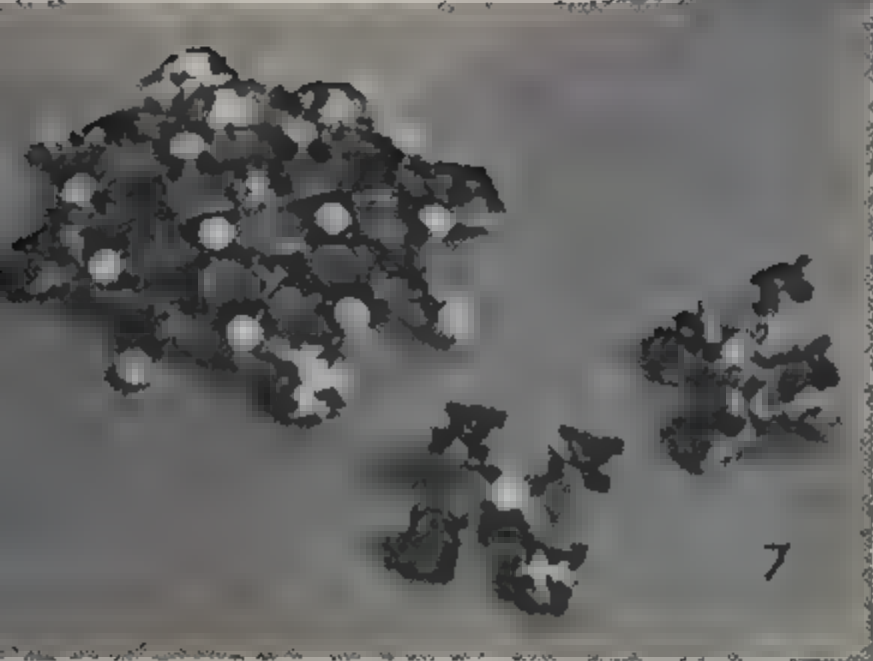
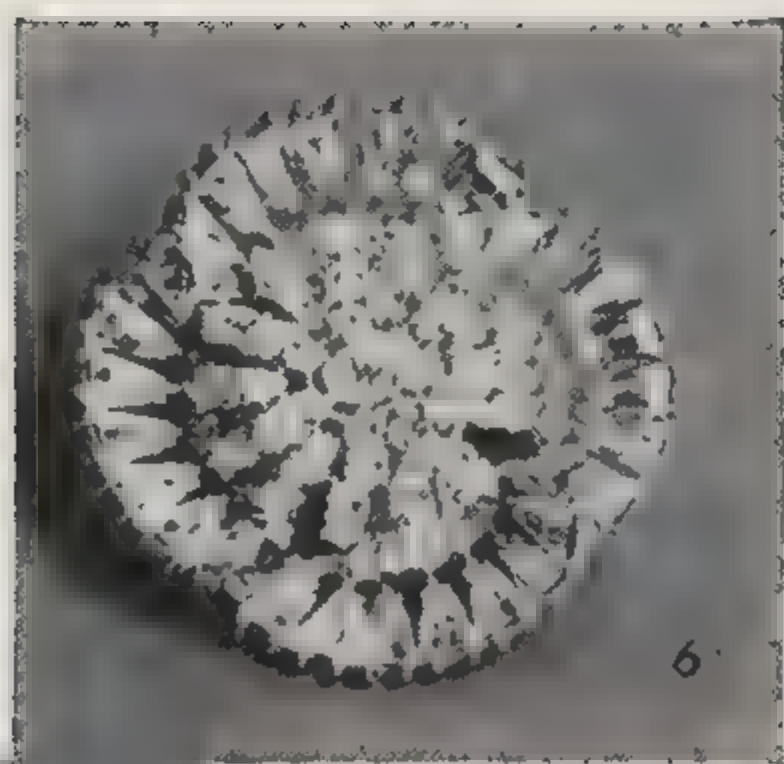
FOR THE MAKERS OF THESE PRESENTS, AND FOR SHOPS IN OTHER CITIES, SEE PAGE 148.

*PLUS TAX





PRESENTS *continued*



RUTLEDGE



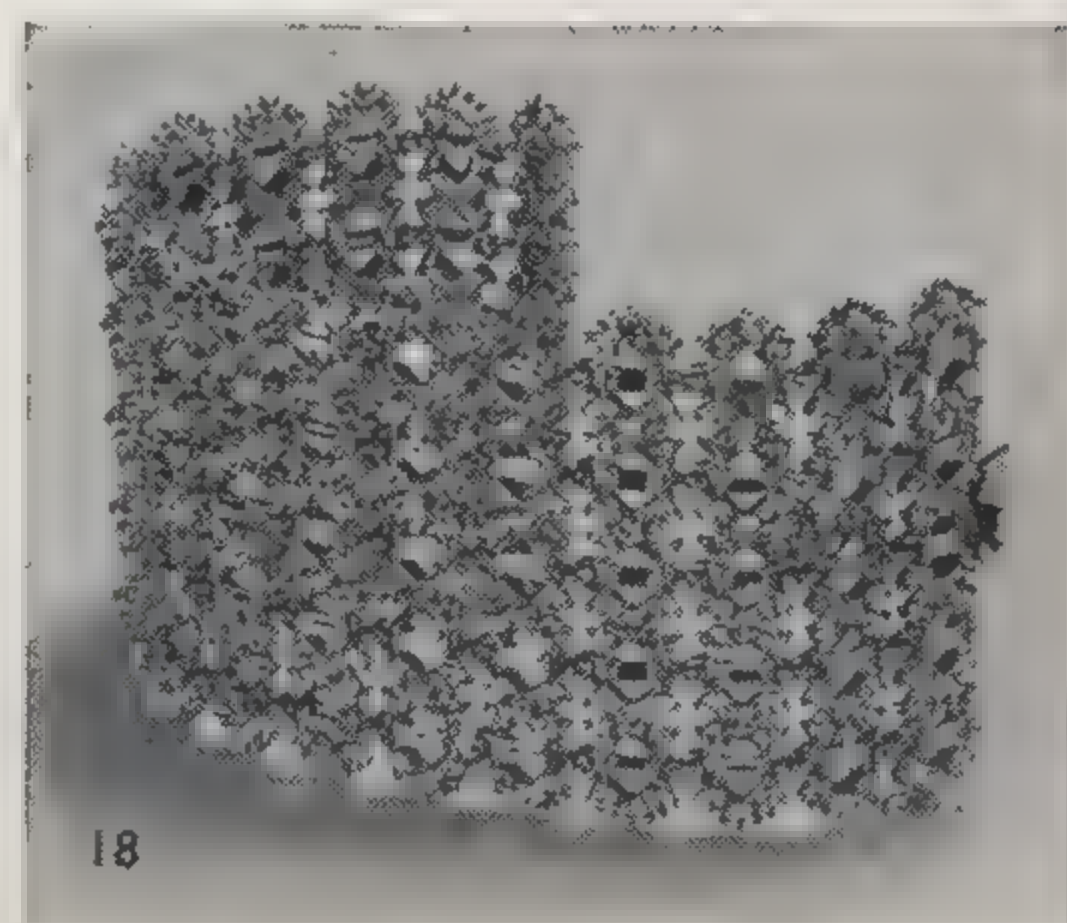
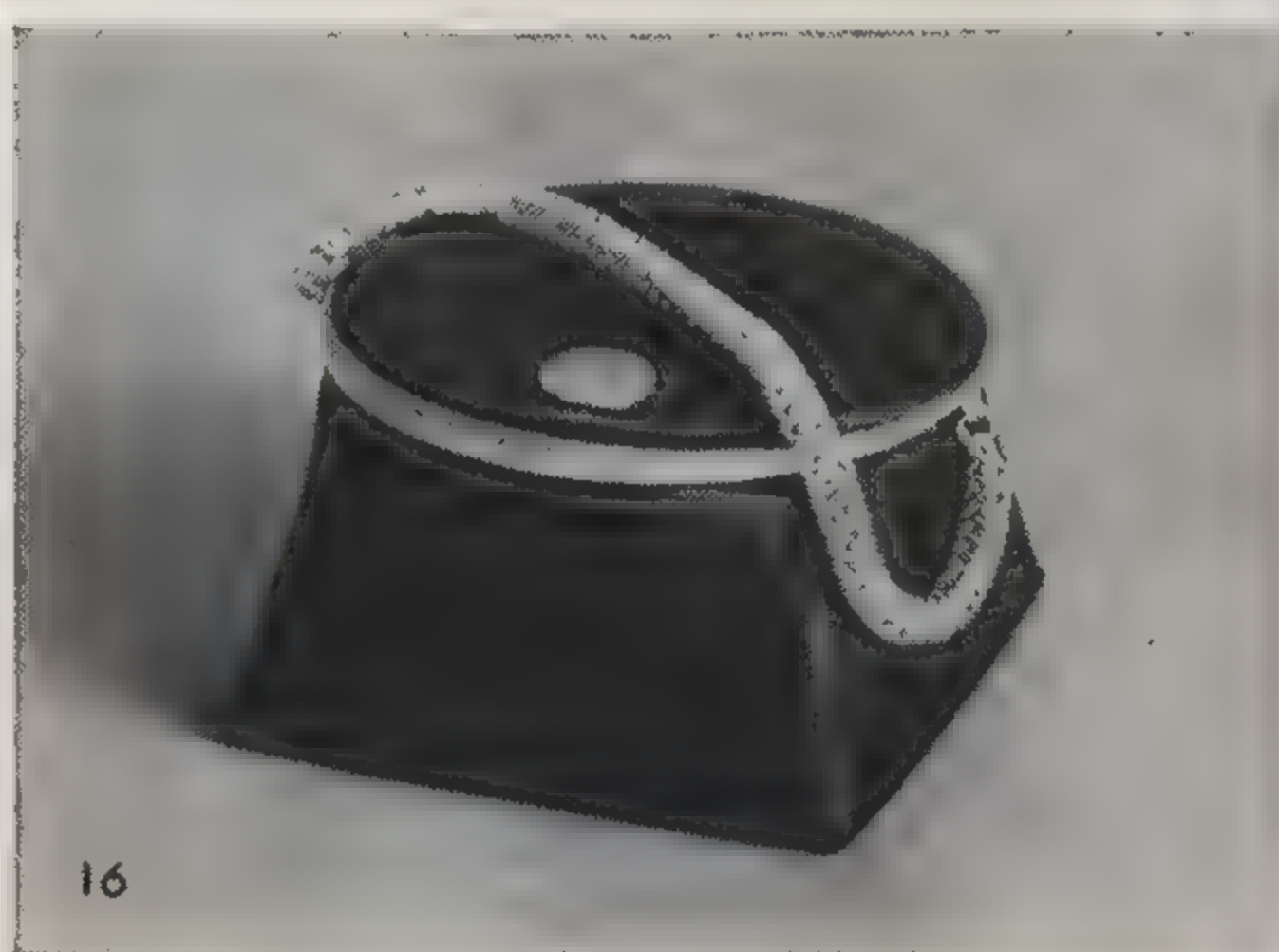
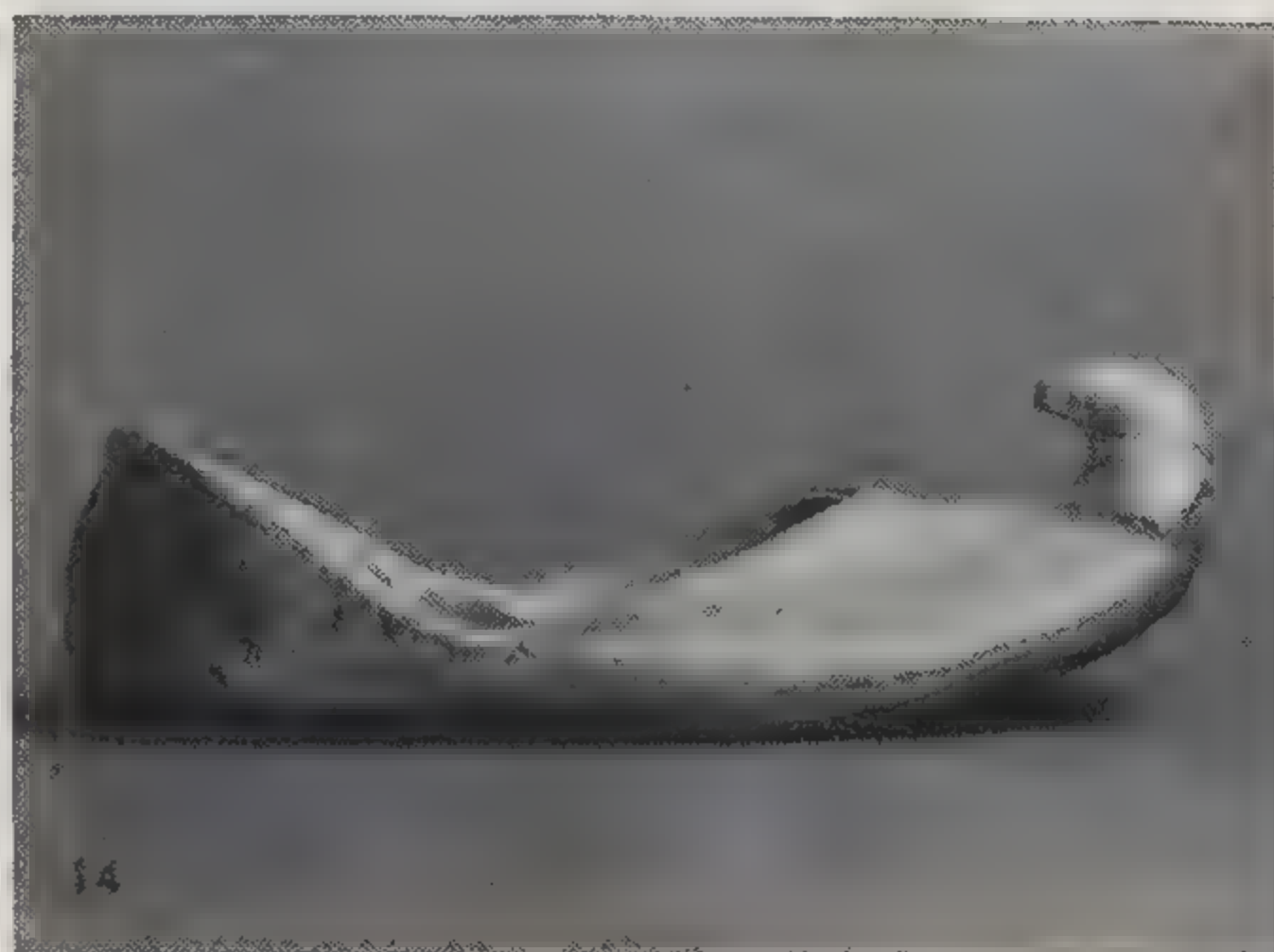
1. A remarkable price—\$13.50*—but that's just a part of the good news here. A big, handsome cowhide handbag. (With it, a printed silk square; \$5.) Both, Bonwit Teller.
2. A pretty little pat on the head—for a young beauty. Satin with ermine tips, a satin bow. \$7. Altman.
3. Sewing box that couldn't look more like a compact; could mingle with same, in a handbag. \$6*. Henri Bendel.
4. A *smocked* coral velveteen coin purse; \$5*. Henri Bendel.
5. Just one question here: has she a full skirt?

If so, this: a blue nylon tricot petticoat, triple-ruffled, with black lace insertions. \$30. Bergdorf Goodman.

6. Familiar quotation? Vogue says: the big jewel. Here it is, a big, bright rhinestone flower. \$22*. Lord & Taylor.
7. New, to give, sapphire-coloured stones, spaced with tiny rhinestones; the spokes entirely blacked out.

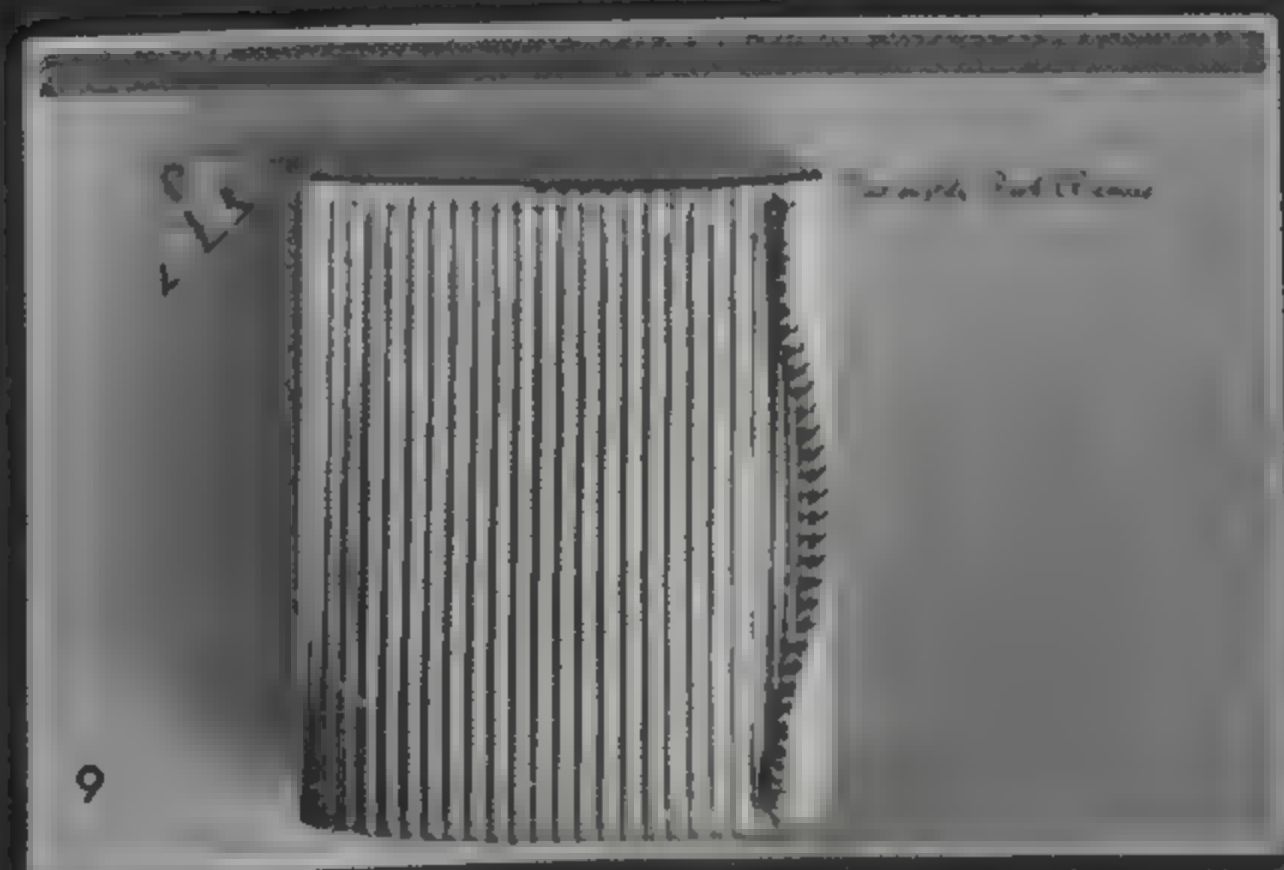
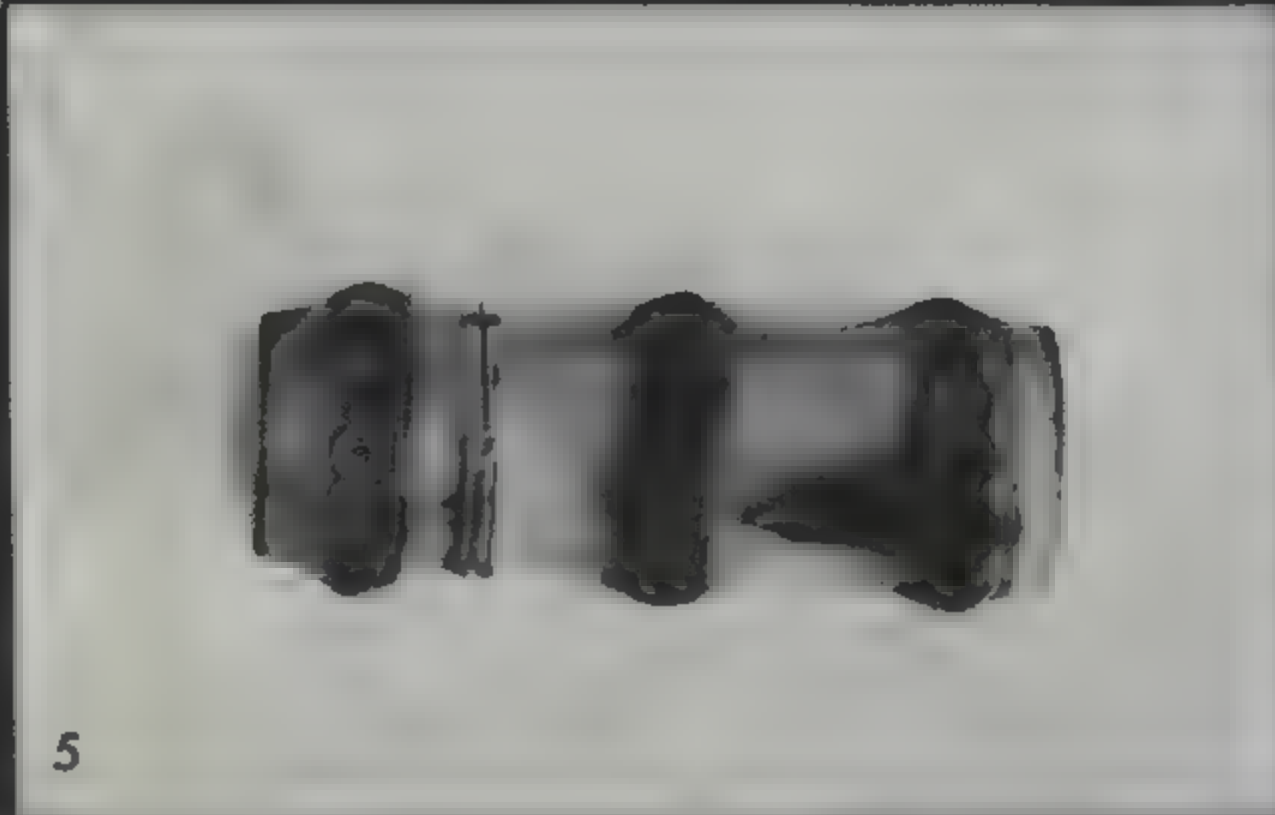
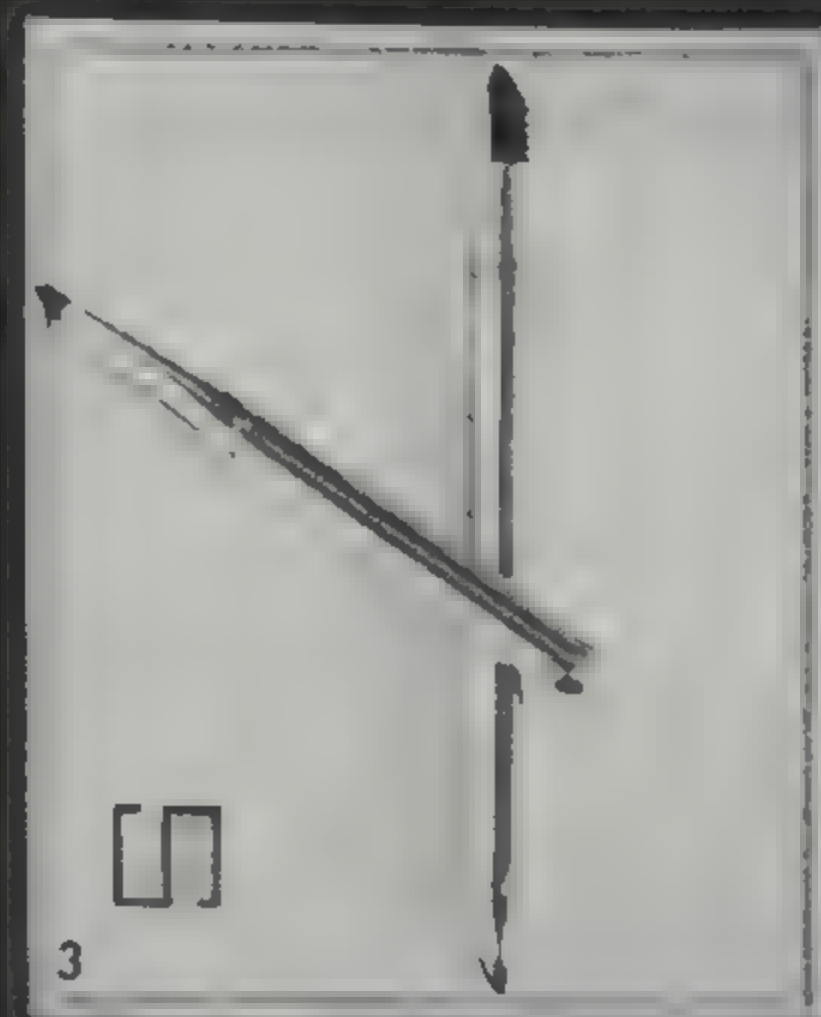
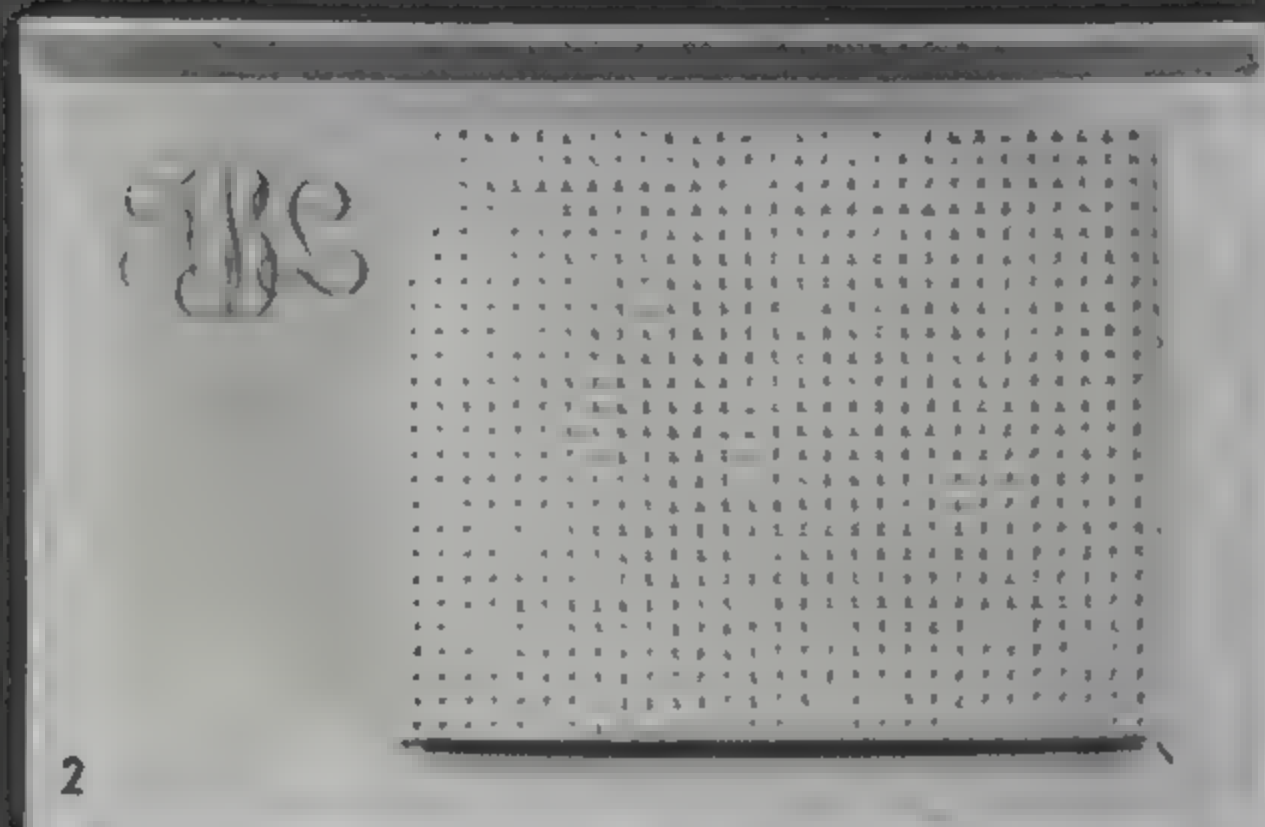
The earrings, \$12*; the pin, \$19*. Saks Fifth.

8. Gift wrappings—to keep. The wrapping is a black satin clutch bag to carry for evening; the present is three pairs of 54-15 stockings. \$6. De Pinna.
9. A suède version of the Paris accordion handbag shown in the November 1 issue. \$60*. Bonwit Teller.
10. A fashion as forever as a pearl necklace: this compact, a smooth square of mother-of-pearl. \$18*. Saks Fifth.
11. Not for a hasty shopper—a cashmere sweater, made to order; decorated with jewels. \$70. Bonwit Teller.
12. Decide to give flowers? Consider adding a permanent rose—a big, full-blown jewel, pin-backed. \$70*. Altman.
13. A bold cuff of a bracelet; gold-plated, \$14*. Saks Fifth.
14. Gold-kid shell slippers with up-turned Turkish toes; to give to a wearer of tapered at-home trousers, \$13. Delman.
15. For a handsome desk—a Florentine leather portfolio, with all sorts of efficiency aids. \$29. Saks Fifth.
16. A shape new to evening bags—a black satin box, hung from a gilt chain. \$23*. Bergdorf Goodman.
17. A cigarette case of fake tortoise shell, fake diamonds. Imported from Italy. \$10*. Bergdorf Goodman.
18. A dazzler even in a year of big, important bracelets. Rhinestone cuff, \$30*. Bergdorf Goodman.
19. Another catch, from Jay Thorpe's collection. One-of-a-kind: jewelled cage for cigarettes. \$75*.



P RESENTS—

THANK-YOU NOTES TO MATCH



Not just any thank-you will do for a present that isn't just any present. Here is a little collection of valuables you might wish for; and, should you happen to have a wish-granter, paper to have on hand in case.

Presents and note paper, all, Cartier.

1. Rubies, emeralds, and sapphires are caught inside the rounded cage of this gold ring. \$2,750.

2. New size of cigarette case—

Parliament size. This is solid gold housing for Parliament cigarettes—box and all. \$240.

3. Thank-you note for this present might be written in a masculine or a feminine hand—gold pen, \$34; gold pencil, \$22.

4. Carved emerald pendants—dramatic end to an earring story that begins with a ruby and a diamond set in gold. \$8,500.

5. One of the handsomest cigarette lighters you could put on your table or in your handbag—it's worked from a bamboo branch. \$20.

6. For a man's pocket, or a woman's handbag—an alligator address book, edged in gold, with a gift pencil. \$43.

7. Gold bracelet of the same design as the earrings shown above—again starring a beautiful carved emerald. \$11,000.

8. Ring with a dome Kubla Khan might have built: rubies, emeralds, sapphires—set in gold. \$2,100.

9. Finely ribbed gold cigarette case, the clasp dotted with small diamonds. \$1,100. (All prices include tax.)

Opposite: Happy ending.

ALL PACKAGES OPPOSITE WRAPPED BY ANN HAGAN.







MACHU PICCHU

An archæological wonder
of the world, this Inca citadel,
high in the Peruvian Andes.

Machu Picchu is a spectral white granite city obdurately clinging to the spiny mountainside at an altitude of some eight thousand feet. It defies, and has defied for perhaps a thousand years, time, man, and the elements. Its temples, hanging gardens, and more than a hundred stairways that served as the city's thoroughfares testify to unsurpassed engineering precision. Fit and friction rivet the massive granite boulders. With stone hammers and little bronze crowbars, the master masons worked the rugged granite until slab fit slab like glass stoppers in glass bottles. Yet today, after these ten centuries, no knife blade will slip between some of the stones of this Inca ruin.

The word Inca, meaning king, specifically refers to a dynasty but more broadly designates an ancient Indian race who in several thousand years built up a great and potent civilization in the highlands of Peru and Bolivia. It was from Machu Picchu that thirteenth-century Incas went down seventy miles to found their dynastic capital at Cuzco. It was to Machu Picchu that their descendants fled from the Spanish conquistadores who ultimately defeated them in the sixteenth century.

For some three hundred years afterwards, Machu Picchu was lost to the world. Then in 1911, Hiram Bingham (who later became a U. S. Senator) and the Yale Peruvian Expedition rediscovered the by then mythical "lost city of Incas."

Buried in the caves of Machu Picchu, the expedition found bones, mostly of women, which, with other archæological evidence, proved this to be a sacred ruin. Sun worshippers, the Incas chose the most beautiful and best-born among their maidens to be trained in convents, their lives dedicated to the great Sun-god. Machu Picchu was their sanctuary. Here aloof and alone after the Spanish conquest, the Virgins of the Sun lived out their final days in impenetrable secrecy.

Opposite: The ruins of Machu Picchu, swathed in mist, photographed by a Peruvian Indian, Huinay Huayna.





In his studio; his religious relics, medals and crucifixes.

U T R I L L O

One of France's most celebrated living painters "works and prays" at his house in the quiet town of Le Vésinet.

The 67-year-old French master and his wife.

Maurice Utrillo with his wife Lucie, who for the past fifteen years has been his nurse, his manager, and his loving tyrant. Even the villa, *La Bonne Lucie*, is named after her.

Just outside Paris, in the Second Empire suburb of Le Vésinet, lives Maurice Utrillo, one of the great contemporary figures in the art world. Like its neighbours, the pink stucco house is set in a garden; there are rows of begonias—the beloved plant of France's middle class—edging trim lawns and punctuated by garden statuary, including a life-size figure of the Muse of Painting. Indoors, such clipped banalities vanish, giving way to clutter, a mix of souvenirs, of gold baroque chairs, of Utrillo's paintings hanging beside the primitive paintings of his wife, who signs herself "Lucie Valore."

On hot summer days, sometimes wearing slacks and surrounded by a pair of shrill Pekingese, Mme. Utrillo receives their visitors, screening those who will eventually meet the man she refers to as "my great Utrillo" or, more simply, as "*le Maître*." Too easily described as an alcoholic, which he is, and as senile, which he is not, Utrillo seems lost in a dream world, detached by choice behind a curtain of vagueness. He shuffles through the house and garden like an unpredictable ghost, his hoarse voice, in indifferent agreement to everything his wife (*Continued on following pages*)



“Rue Chappe” (1912)



His palette: a mound of the Utrillo zinc white; his palette knives, like a mason's tools.

UTRILLO

says. If he becomes cross, Mme. Utrillo distracts attention from him with a stream of words waved furiously "like a flag."

To Utrillo she is always "*ma Lucie*" and most of the work painted in the past fifteen years is dedicated to her. She cares for him as though he were a child and speaks of him in the same manner. She tells how she took him to the wedding of Rita Hayworth and Ali Khan: "I had a blue linen suit with a velvet collar made for him so that he would look more like '*le Maître*' and everyone adored him."

Mme. Utrillo organizes every detail of his life, the minutiae, the celebrities who come to visit, the art dealers who come to buy, enjoying her rôle as the wife of "France's greatest living painter." Utrillo conforms quietly, rebelling no more than a child might against her clinical supervision. Most of the old Montmartre world he knew has been locked out behind the garden door. Within the garden wall is security, his atelier and his chapel which he can see as he sits at his easel, just as he used to see the Basilica of Sacré-Cœur from his Paris studio. Twice each day he spends an hour of contemplation and prayer in the chapel which he had built. Faith and painting are his life.

Next to his wife now, the most important influence on Utrillo was his mother, Suzanne Valadon, beautiful, blue-eyed, and a well-known painters' model. Renoir, Toulouse-Lautrec, and Degas encouraged her to paint and she won a certain acclaim in the Parisian art world of the late nineteenth century. Born out of wedlock, little Maurice, at five years of age, spent the nights accompanying his mother on her round of Montmartre's cafés; when he was eight, a Spanish journalist, called Utrillo, gave him a legal surname. At eighteen, morbidly thin as a result of drink and malnutrition, Utrillo was persuaded by his mother to paint. He had no real incentive, except his devotion to her, but with the brushes and oils she had given him he

painted the one thing he knew well—the streets of Montmartre.

At first using a heavy brush stroke, he made the lines of his buildings precise. Disconcerted by the curious who gathered around as he painted on street corners, Utrillo preferred working from memory, isolated in his studio. An old-young man, he sat alone in the cafés at night, sad and shy, with an already perplexed look in his blue eyes, paying off wine chits with paintings. Around him milled the artistic ferment of the time, Derain, Vlaminck, Braque, Rouault, and Modigliani, one of Utrillo's few close friends.

In order to catch the luminous white of the buildings, Utrillo added zinc white and plaster to his palette, entering as he did so his great White Period. This was in 1909, the year when his work was first included in the *Salon d'Automne*. The exterior of buildings still obsessed him and the streets he painted echoed with a loneliness like that of the old Chaplin films.

Although the earlier White Period is considered Utrillo's greatest, fame and material wealth came only thirteen years later, in 1922. His palette changed with the years although he painted the same subjects over and over again, untiringly. The colours in the dense, packed canvases became cleaner, more definite, and over the long vistas crept a gentle mistiness, as though seen through a lightly curtained window. Occasionally people appeared in the streets, minute, hurrying figures, dressed in the fashion of Utrillo's childhood. Since 1910, his paintings have been signed Maurice Utrillo V., the last initial in memory of Suzanne Valadon.

Now he seldom leaves Le Vésinet and then only on such occasions as the night in 1949 when he went to the Paris *Opéra* to hear *Louise*, for which he had designed the new décor. Calm, brooding, and always remote, he paints and prays.

Opposite: "Rue Chappe," painted in Utrillo's famous White Period, when his whites were not actually white but rather delicately blue, with strong underpainting of ashen greys and silvery greys. The scene: a street high on Montmartre, with the Basilica of Sacré-Cœur in the background. This well-known painting is now in the collection of Dr. and Mrs. Robert Wallis in New York.

INNOCENT AMONG THE LIONS

EDITOR'S NOTE: *In her seventies, Mrs. Seymour Cromwell is undated herself, enjoys undated ideas, and reminisces for publication only. Always one step ahead of her times, she was a leader of the Suffrage movement, and one of the first women to hold public office in New Jersey, as a member of the Board of Education. Gifted with an inquiring mind, she has never tolerated censored thinking, or a bore.*

I made my début in the late 1890's, and after a winter of endless parties in New York I went to Newport for the summer. The Count of Turin was also visiting there. I had a short talk with him one afternoon and was elated to learn that he had indicated a wish, which in his case was a command, that I should sit next to him the following evening at dinner. He was the first royalty I had ever met and I exercised all my modest wiles.

"Have you ever been in Rome?" he asked.

I replied ecstatically. "Several years ago I watched you hunt on the Campagna. You ride so skillfully. Your horses are so beautiful."

"You were in Rome?" he said regretfully. "Next time you come I shall mount you on my favourite hunter. We shall ride together."

I thanked him prettily and a pause ensued. While he looked vaguely around the table, I congratulated myself on my conquest of the House of Savoy. His attention finally returned to me.

"Have you ever been in Rome?" he asked.

The next time I went to Rome, in 1924, instead of the excitement of hunting which had been promised me, the approach across the Campagna from Naples in the gathering dusk filled me with a sense of unwarranted apprehension, and when we reached the city itself everything seemed different. It was strangely silent. Groups of people stood on corners and in doorways, whispering. The streets were full of soldiers, and motors glided by without tooting their horns. When we reached the Grand Hotel, the man at the desk gave us the explanation—that afternoon Matteotti, the anti-Fascist leader, had been murdered. He had left his apartment at half past four to walk to the Chamber of Deputies, and was never seen again.

Henry Fletcher was at that time our Ambassador to

Italy, and as his wife was one of my oldest friends, we dined frequently at the Embassy where we met a number of ministers and politicians. The *affaire* Matteotti was the chief subject of discussion. Most of these officials were Fascist sympathizers and were deeply concerned. They feared that they would be considered responsible for the death of their most powerful opponent, that the Duce was bound to repudiate them. But Mussolini had no hesitation about the course to pursue. Matteotti's body was never found and no effort was made to apprehend his murderers.

Our excursions in the environs of Rome took on a macabre quality. As we passed Lake Vigo, our chauffeur would suggest, "The body is probably at the bottom of the lake which has never been dragged." Or he would point to the thick shade of a *pineta*: "It may be buried among the trees. No search has been made."

The whispering street groups kept on gathering, only to be dispersed by the police. The entire militia was called out and marched through the streets. The most enlivening incident of our Roman visit was the sight of Ras Tafari (later Emperor of Ethiopia) driving a light phaeton drawn by four horses and followed by a company of soldiers. He smiled and bowed incessantly, gratified by the belief that the militia were on duty in his honour. He grew daily more arrogant. It was quoted to me, and I like to believe it, that he said, "Though I might be persuaded to kiss the King of England, nothing would induce me to kiss the King of Italy. I am descended from Solomon and the Queen of Sheba. The members of the House of Savoy are social upstarts." When today I see his pictures in the newspapers under the title of Haile Selassie, it is hard to connect that worn and desperate face with the round smiling contours of his Roman progress.

Several years after my Newport summer, I met and married Seymour Cromwell. We took our first trip abroad four years later. From London we went to Paris where we had a number of French and American friends who asked us to agreeable parties. I remember one because I received unexpected advice from a great philosopher. Six people had been asked to tea to meet Henri Bergson whose *L'Evolution Créatrice* written some years later was to provide the term, *Elan* (Continued on page 158)

"A book should feel good in the hand and gladden the eye—it might also be printed on rye bread."

"THE NAKED BOOK" BY JOHN STEINBECK

This is the age of the package. Everything, from dressed and stuffed fleas to locomotives, is packaged. And by a slow and steady process, the package is becoming more important than its contents. And why not, since your modern purchaser buys by package?

American books constitute packages and I imagine that the same rules which apply to pillboxes and canned food must apply to books. It seems to be true that if you put identical pills in yellow boxes and in white boxes, purchasers will buy the yellow boxes.

We have three kinds of packages for books—those which attract as flowers attract insects, those which establish their profundity with stern, dull covers (since profundity is generally believed to be dull), and finally, those which by illustration on their jackets indicate or lie about the contents. All of it is a fly-catching process.

It is generally understood by publishers that if a one-pound book is offered beside a two-pound book, the heavier, thicker article is more desirable. The same instinct applies which makes every child at some time trade his dime for a nickel. Thick, heavy books are more in demand than light, thin books, regardless of the content.

This last fact once caused me to make two suggestions to my publishers which they have stupidly failed to follow. If leaden covers were used, the weight problem would be overcome. And if the book were printed on rye bread it would be very much thicker. Further, your bread book would solve two problems. The reader would never lose his place since he would eat each page as he finished it; also the lost profit of the borrowed book would be eliminated. And people do like to read while they eat. A few years ago, a public librarian in Birmingham, England, earnestly requested the subscribers not to use bacon or kippers as book marks because the grease soaked through the pages and the odour might repel future readers.

But I shall return to the business as it is practical. Recently some translations of my own work came in from France. The covers were not of cloth but of a black cardboard and the designs were bright and fresh and charming. One's first impulse is to say, "Why can't we do this in America?"

Original manufacturing costs have increased so greatly that hardly a publisher can or will take a chance with innovations. Volume is necessary in publishing. This alone will keep our publishers from undertaking any violent experiment. The book clubs, whether they admit it or not, must not go out on a limb. They have entered into a kind of contract with their millions of subscribers not to shock or startle them with a new great departure from mediocrity. And finally the cost of a book alone will keep innovation out. To buy a bound book you must have three-fifty or four dollars. If you have four dollars, after taxes and necessities, to spend on a book, you are solvent at least temporarily. If you are solvent for any length of time you are likely to be conservative, and if you are conservative you damn well do not trust new-fangled ideas or experiments. The French books mentioned above did not look like other books. They were obviously unsound.

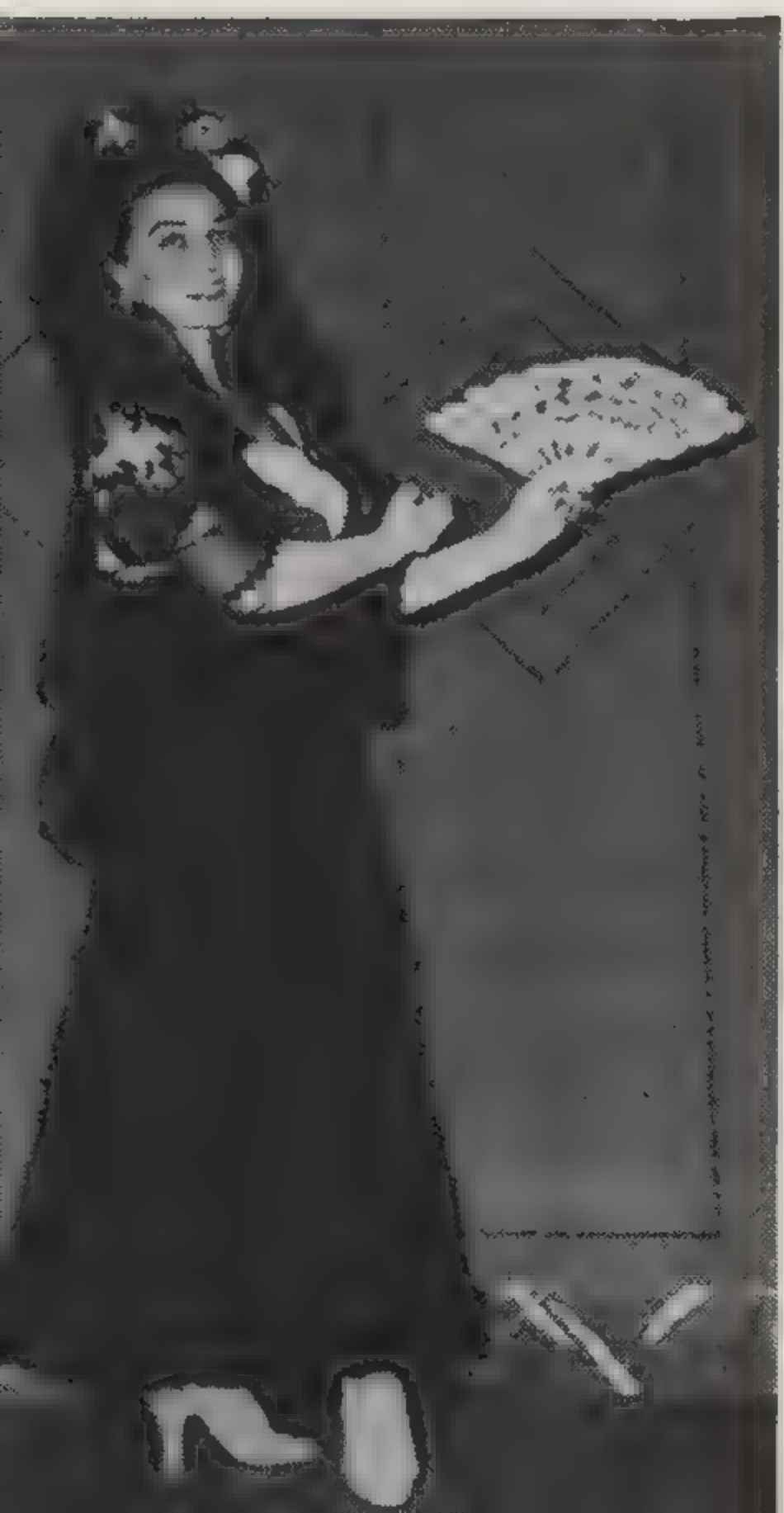
I do not believe that any change can take place quickly. Your historical novel must have jacket blurbs and illustration to indicate that sex was better and more prevalent in those days. Your "sound" novel must be dressed in dour colours with no gaiety to draw the reader away from the solid chore of reading. Your humorous books should have a man, woman, or cat laughing on the jacket. This indicates that H. Allen Smith is funny and if you know it is funny, you will laugh.

Perhaps the blurb does set the book. I remember a book which had the following line in the text: "Then they went to bed together." However, the blurb said "a night of tempestuous love." The time may come when one will not have to read books. If the blurbs were on sale separately it might be a good and profitable venture and if the blurbs were then digested we would have the ultimate.

I myself am a hater of book jackets. My impulse is to get them off and thrown away quickly. I suppose they were originally put on as a wrapping and also to keep the dirty hands of prospective customers from spoiling new books. Why could there not be a display copy in a Cellophane jacket? Does the jacket contribute anything to a book beyond adding to the cost? It would be interesting to see. And why is cloth (*Continued on page 161*)



Count Guy d'Arcangues, Count Jean d'Arcangues, in costume for the Goya Ball.



Mme. Jacques Heim.

Señora Doña de Arizmendi de Iribarren;
her grandmother's dress.

B IARRITZ: VILLA LIFE

Biarritz, in the French curve of the Bay of Biscay, about fourteen miles from the Spanish frontier, is one of the nicest resorts in the world for family, villa life. The big parties are few: this year's one extravaganza, the Goya Ball, an all-out community affair. (Some of the dramatic personæ are photographed on this page.) The little gatherings, the golf, the days in the sun, the informalities, and the herds of children, make the atmosphere of Biarritz. For grownups, the day begins at noon, at the *Chambre d'Amour*, a moon of sand shaped by a

treacherous sea. Lunch happens right there; picnics brought to the cabañas and eaten in bathing suits or shorts (black shorts this year) or skirts and shirts, and probably a straw hat from Capri...except for Mrs. Rodman de Heeren, who wore a sunbonnet when she swam. (The children spend their waking lives at the *Chambre d'Amour* and in its good salt-water pool.)

As likely as a picnic, luncheon may be a seven-course meal, served with full formalities at someone's villa, followed by equally formal Canasta. Or golf. Or the bullfights in Dax, Bayonne, and in San Sebastian next door in Spain. Everybody runs to and from San Sebastian across the frontier to shop on the favourable exchange.

Anyone who doesn't spend the evening at home begins it at *Sonny's Bar*, the centre of greetings and gossip. Next step: a bistro dinner in Saint Jean de Luz; a stop at one of the two casinos, or at the night club, *Casanova*, to see "Los Flamencos," seven dancing Spanish gipsies. Because Spain has always charged the air of Biarritz, this year the season ended with two weeks of Spanish entertainment opened by the Goya Ball. Given for the benefit of Biarritz, the whole town had an eye on the ball's success.

Almost everyone went in costume (300 of them imported across the border, others searched up by guests from ancestors' attics), and took part in the tableaux. Ring-mastered by Mme. Denise Tual, official "animator," the Biarrots decorated the ballroom of the Casino Bellevue with banks of fake flowers that would have fooled bees, with Goyaesque curtains of black tulle over the ballroom's yellow curtains. Biarrots stood and cheered the guests and their costumes as they paraded by horse and carriage to the ball—where the guests stood on chairs to watch Pilar Lopez, the great classic Spanish dancer.



Cabaña luncheon at the *Chambre d'Amour*: Baroness Alain de Rothschild, Georges Niles, Mrs. Walter Hirshon, and Robert Minton.



A. M. Cassandre, painter and designer, with Mme. Denise Tual.



M. and Mme. Philippe Fenwick.



Left: Mrs. Walter Hirshon; Alexandra, daughter of Princess Schoenburg.



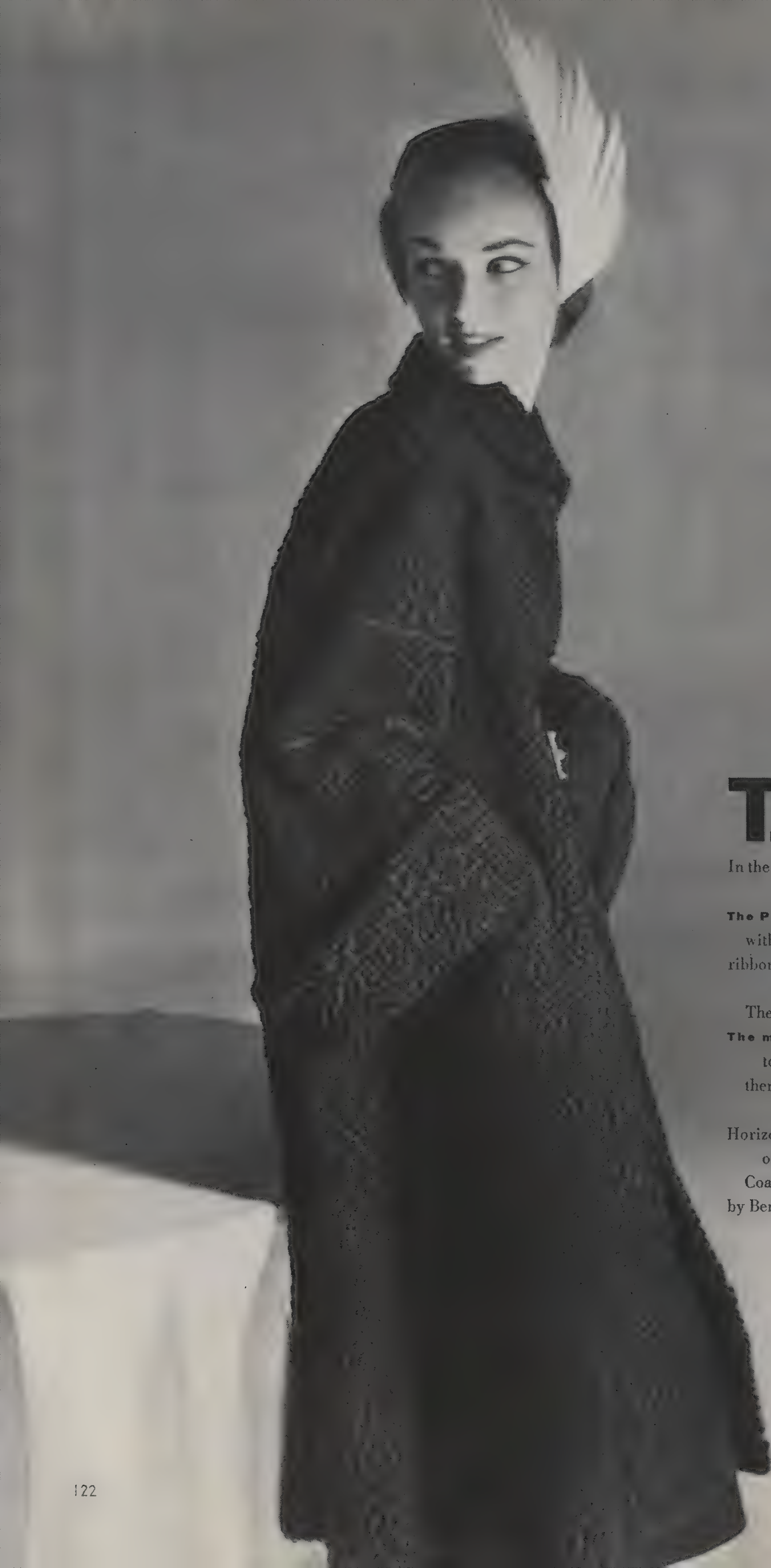
Right: Marquise de Portago.



Mrs. Rodman de Heeren and her daughter, Cristiana.



Walter Hirshon, Mrs. Robert Minton.



THE ONE-COAT FUR COAT

In the space of one coat—all the winter coat you might need. For day, for evening:

The Persian lamb coat, on this page, a coat with inventive detail. Narrow tape of grosgrain ribbon set into the sleeves, the yoke.

Black, very. At Saks Fifth Avenue.

The hats, both pages, are from Lilly Daché.

The mink coat, opposite, a coat trained to an elegant, narrow line, the skins then worked horizontally,

around the tulip collar, the sleeves.

Horizontally-tucked, too: the silk taffeta

of this *princesse* dress by Mollie Parnis; Best's.

Coat of "Starlight" Great Lakes ranch mink, by Ben Kahn. Stein & Blaine; Creed's of Toronto.





Straw sun hats from Emilio Pucci's shop in Capri—the diverting Italian versions of the *sola topee*.

ITALIAN IDEAS FOR ANY SOUTH

Four pages; seen by Vogue Editors in Capri and Rome

It's a game they play in the European resorts—guessing how many of the well-dressed women are Italians. You almost never lose if you guess high. Centuries of sunshine and olive oil have given the Italians an enviable assurance on the beach. There is nothing consciously “sun clothes” about their sun clothes; they are smart clothes to be worn in sunny places—and worn the way the Latin woman dresses for every appearance in public, with care and allure. The tailoring, even in blue jeans, is perfection (the Italian tailor's art is so atavistic that he measures you by eye, not tape); fabrics are of great variety and beauty; colours, unconventional and full of character; and somewhere in the picture there's usually a scarf—as a sash, a head-cover, a shoulder strap. Noted with admiration, the original way a woman puts herself together: A woman, by day, in short shorts of cardinal pink velveteen, and a black poplin turtle-neck shirt. A woman, by day, in putty poplin midcalf trousers and a black-striped shirt. An older woman (Mrs. Exeterini?), in long white flannel shorts, a grey cashmere sweater, ruby sandals. Anna Magnani, one morning, tearing through the Piazza de Spagna on her way to the beach, in a skintight black cotton sweater, a whirling skirt of pleated navy-blue crêpe de chine, fierce-looking sunglasses, her hair loose and black as a raven. Noted at night: A woman in knee-breeches of turquoise-blue velveteen, and a carnation shirt. In Zouave trousers with a stiff white silk shirt. In tight black corduroy pants and a black sweater, her neck wound with yards of striped silk, her wrists noisy with bracelets, her feet in sandals hung with tinkling coins and bells. *Never* noted: The bikini (illegal in Italy). The unpolished toenail. The un-sunglassed eye. And—as rare as an automobile in Venice—the dirndl.



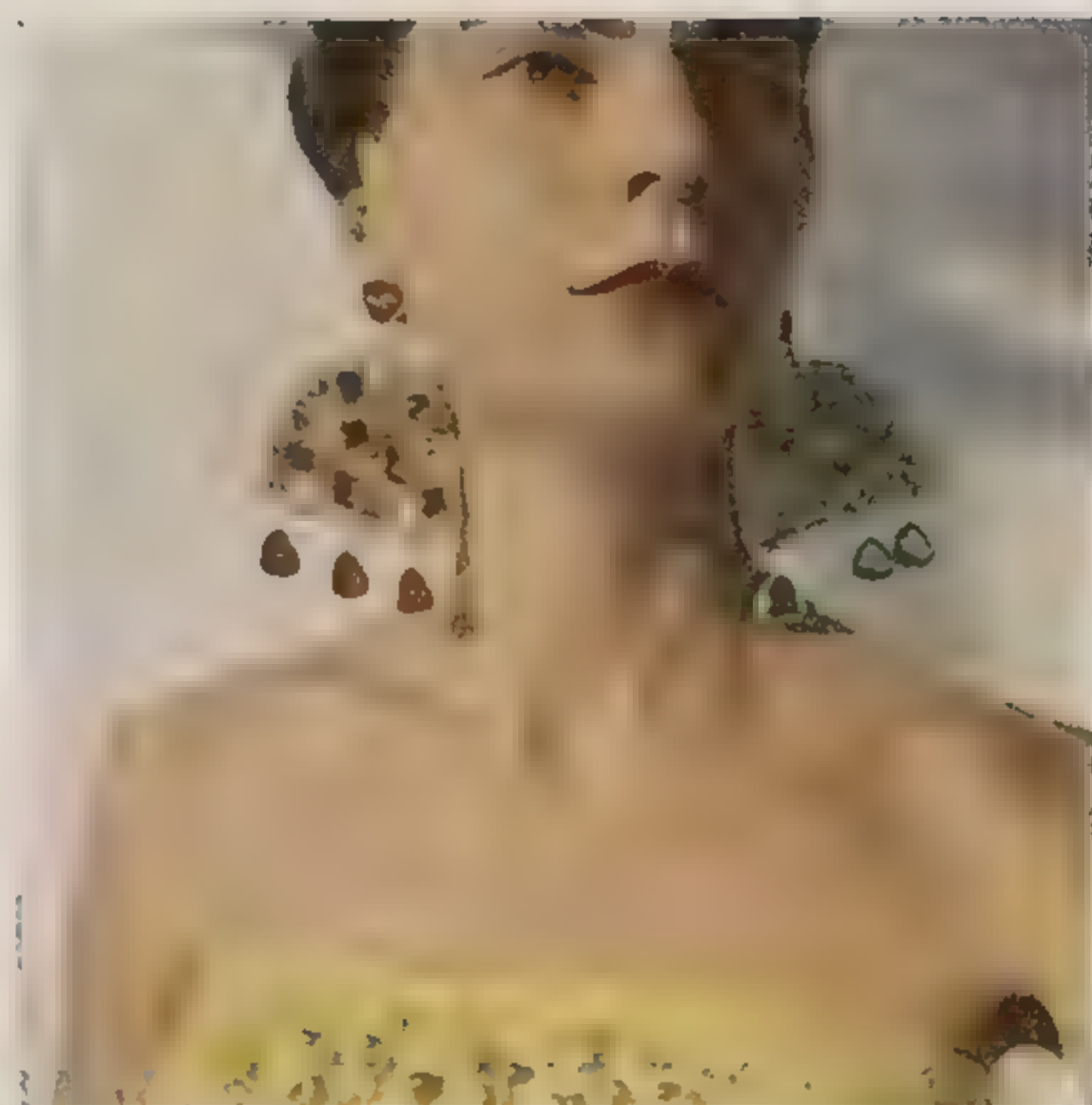
Above: Pirate pants, hemmed with black ball fringe and made of jersey—therefore, the fit. Tailored by Myricae, Rome.

Below: Bandaged feet—literally, prettily. Scarfs pinned to form sandals, to cover Band-Aids (the gash is an inevitable aftermath of walking on Capri rocks). Scarfs: Fantasia, Rome.



Above: Two-colour pants—a blue leg, a black leg, and a top that's largely collar. The outfit, in taffeta Shantung, by Visconti, Rome.

Below: The scarf annexed; built into one end of a length of heavy Roman silk, a big envelope bag of heavy silk. Designed by Bertoli, Milan.



Above: Earrings highly exaggerated—big shields of basket-woven straw, studded and hung with jewels, flashing different colours either side. Wonderful for evening (provided the hair is *soigné*), swinging above a bodice of gilded straw. From Giuliano Fratti, in Milan.

Below: Incorporated into the bathing suit, the favoured Italian accessory—the scarf. It threads through a slit at the top of a cotton jersey tube, this tube pulled down over small sateen pants. La Boutique, in Rome.



Opposite: Big surprises. A straw kite—a hat, by Bertoli, Milan. A remarkable bracelet—a leglet, from Myricae, Rome.



Above: In the midst of many sandals, buskins—made of the softest doeskin, the brightest yellow. Picked up in a tiny Venetian shop. *Below:* Halfway between covered and bare, the kind of dress often seen in Rome, at terrace-restaurants, luncheon to sunset. A scarf slips through a slit in back, ties in front in a cowboy knot. In piqué, from La Boutique, Rome.



FRANCES MCLAUGHLIN



Above: The look seen most often in the Italian resorts, far oftener than the dress—tight trousers, here in silky gabardine, zippered at each ankle bone, and a loose and beautifully hand-painted linen shirt. Both shirt and trousers, from Myricae, Rome. *Right:* A shirt far removed from *the* shirt—a red poplin cape with a rain of black silk fringe. Standing still, it's striped; moving, the fringe forms many patterns. From Myricae, Rome. From DeMartino, his famous Capri ghillies, quite frankly gaudy in colour, with upturned Turkish toes. *Below:* A straw bodice, tight as armour, heavy with gold bullion flowers, heavenly against a sunburned skin. From Bertoli, Milan. One could wear this bodice to a dance—in Capri, Rapallo, Forte dei Marmi; women wear it with black harem skirts, their bare feet in barely visible sandals, every toenail painted a different shade of red.



ITALIAN IDEAS, CONTINUED IN CAPRI

FRANCES MCLAUGHLIN





FRANCES MCLAUGHLIN

AMERICAN RESORT IDEA—THE GIBSON GIRL DRESS

How can you tell an American in the resorts this winter? There's one you can't miss, by name of Gibson . . . the Gibson girl fashion (and it's more a figure than a fashion—starchy in outline, with a tiny waist, a bustled skirt) is back again in all its femininity. *Facing page:* The Gibson girl shirtwaist, in stiff silk with stripes of white and dark grey, the collar and cuffs in white cotton. With it, a white piqué skirt, a great quantity of skirt, with a bustled look in back and buttons down both sides. About \$65. By Tina Leser; the piqué, an ABC fabric. Henri Bendel; Harzfeld's; Kaufmann's.

This page: The Gibson girl look—day and end-of-day (we photographed each dress twice, backwards and forwards). The day dress, a shirtwaist and stock and skirt, is silk Shantung in a graph-paper print—black on white. About \$70. The end-of-day dress is black and white polka-dotted silk, the 1952 image of the Gibson girl's evening dress—bodice long and pointed, neckline square; skirt flowing full in back from a handspan waist. \$50. Both dresses by Claire McCordell. Lord & Taylor; Bonwit Teller, Philadelphia; Carson Pirie Scott. The house shown here and on the next two pages belongs to architect Robert Hayes Rosenberg.





Pants are a resort classic. But not these (not yet!). These are Now. Are News. Are designed to be part of a costume: each has its own top, indigenous to it. Their success is this: unexpected fabric, colour, a narrow line.

Above: Almost as slim as your own slim legs: pants of black sailcloth. Above, a coolie jacket, banded with calico. By Raissa Masket, of Wellington Sears "Topsail"; coat, \$13; pants, \$10; black sandals by Bernardo; all, Altman.

Left: Denim—that's what makes these pants. Black and white Erwin denim, lined with red calico. Worn with a tailored shirt of flowery cotton. Designed by Kenn Barr, shirt, \$9; pants, \$12. At Henri Bendel and Neiman-Marcus.

Opposite page: Tapered trousers, with the Regency waistline, of Wamsutta's corded cotton. Worn with a little spencer of polka-dotted silk. Designed by Joset Walker, the spencer, \$15; trousers, about \$23; the sandals, by Bernardo. All, at Bonwit Teller. Costume also at: Garfinckel's; I. Magnin. Bamboo bracelet, by Schwab.



FRANCES MCLAUGHLIN



PREVALENCE OF PANTS



**ONE-PIECE
OR LOOKING IT**



FRANCES MCLAUGHLIN

VOGUE, NOVEMBER 15, 1951



This won't cause any ripple of international discontent—will it?—if we say that Americans design the best-looking bathing suits in the world? Visiting Europeans buy them, wear them, love them. Here are four, news for *any* resort—all with covered midriff; one-piece or looking it. *Opposite page, above:* A sparse and seductive cut—black Fuller cotton, braid halter. By Claire McCardell, \$23. Lord & Taylor; Jordan Marsh. *Opposite page, below—both views:* Dark grey Miron . . . flannel! Blouse, pants, and a wrap skirt for after swimming. Claire McCardell, \$40. Lord & Taylor; Garfinckel's. *Above:* She wears her shirttail *out*, and over the briefest bloomers. It's white, wide-wale piqué, piped in navy blue. By Jantzen, \$11; Best's. *Left:* The whole fit situation buttoned up. A tortoise-shell cotton suit, a webbing belt. \$25, by Brigance. At De Pinna, and The Broadway.

ITALIAN GREENS; ITALIAN LINES IDEAL FOR AMERICAN RESORTS

Reply to your question, if you've seen pages 125-126 and want some: These Italian designs for the south, that you can buy right here in America. Our own sportswear manufacturers brought them over, thinking them (rightly) every hour as wearable under our sun as under Italy's. Four are in Italian greens, cool and salad; two, two elegant arrangements in black and white—a combination Italians love as dearly as spaghetti and Chianti.

This page: The black and white figures. Near right, the shirttails-out shirt in heavy cotton gabardine, \$11; the Cheney cotton velvet pants, narrowed down until they're nearly stockings, \$17. Next, the shirttails-in shirt in printed cotton, \$9; the Lonsdale piqué shorts, \$7.

Both shirts, designed by Emilio Pucci of Florence; the shorts and pants, by Veneziani of Milan. Everything imported by, copied for Peck and Peck.

Facing page: In a gamut of Italian greens, four adaptations of designs by the Roman, Visconti. Everything's silk with a linen weave, and everything's switchable with everything else—this is, for a fact, that often-promised but seldom-realized entity, the "capsule wardrobe." For the beach, there's the middy, \$30, and the shorts, about \$23.

For evening, there's the square-necked top, \$30, with a knife-pleated skirt, about \$53.

For odd hours, the roll-collared blouse, \$25, and its easy skirt, \$45.

All these adapted by Haymaker at Bergdorf Goodman; Neiman-Marcus; I. Magnin; J. P. Allen.

The straw-hemmed kerchief is Madcaps translation of the *numero uno* Italian headdress.







**ITALIAN SKY BLUE
MADE FOR THE
AMERICAN RESORTS**



Blue. There is never a time when blue is out of fashion. But there are times when it is much more than in—it's everywhere. Like now, for instance. This is one of many blues: bright as a hot sky, an Italian bravura shade for American cottons, woollens, silks.

Left: The bouffant sun dress, with panels of pleating to swing the full skirt way out in any prevailing breeze. Designed by Carolyn Schnurer, of A.B.C. cotton Shantung, \$35. At Saks Fifth, and Frost Bros.

Right: Proof against a small shiver in the tropical night; a fine head start on spring back in town. It's the fleece coat with these assets: a new straight cut, scalloped sleeves which push up to any length, a scalloped closing. Designed by Brigance of Frank Gallant; of Stroock fleece, with a rayon taffeta lining in a duplicate blue. \$119. At Saks Fifth and Hutzler's.



Opposite page: The silk suit in Italian sky blue: a resort Now, a spring Future. What we love about it: the keyhole collar; the degree of the short sleeves; the gored skirt; the fabric of wild tussah and tame silk fibres. By Brigance, of Frank Gallant, of American Silk Mills suiting, \$119; rhinestone jewellery, by Schreiner; Saks Fifth. Suit, also at Wanamaker's, Phila.; The Dayton Co. Her hair is sparked with Roux's "Dark Auburn" Color Shampoo; her lips and nails with Nylon's "Stop Light."



WINTER PRINTS





4



5



- It says here (in fine print): to wear straight through the year, beginning now under cover of a fur or fitted coat.
- Prints to tell by these new winter markings: little patterns, so small that they look like texture; in two colours, one of them dark.
1. Silk surah in equal parts navy-blue and white; with a sailor collar, a navy-blue taffeta bow. By Mollie Parnis, \$70; De Pinna.
 2. Silk twill two-piece dress. The jacket and skirt, white on navy blue; vice versa for the cuffs, the inset vest. Pretty and little, for you, if you are. By Varden Petites, \$90; Milgrim's.
 3. Silk Shantung, suit weight, a two-piece dress scaled for a not too tall wearer. With red stars printed on deep blue; the jacket, cut away; the widish skirt cut with a high waistband. By Varden Petites, \$80; Lord & Taylor.
 4. Silk surah, a soft little dress, in white on navy-blue foulard. Over it, an apron-effect; this, the little tab closing, bound in blue on white. By David Levine, about \$90; Best's.
 5. Silk Shantung dress and jacket in a dark spidery print, black and white with a little royal blue. The wide skirt has an in-turning pleat. By Varden Petites, \$95; Altman.
 6. Silk surah dress and jacket, tailored as firmly as a wool one, in a navy-blue-and-white herringbone print. The dress has a navy-blue knitted wool top (making it a wonderful coolish-day costume). \$60. Black calfskin bag, by International.
- Both Saks Fifth. Beret by Brewster.



VOGUE PATTERNS AT HOME

There are three big fashions in new winter at-home fashions, and here they are in Vogue Patterns. Tapered velveteen slacks. Short, bright felt skirts. Long, woolly, indoors coats. Oh, and a fourth, big at-home fashion we forgot to mention: the actual business of running up such clothes as these. *Opposite:* Tapered slacks. The fine Italian shape (see pages 125 and 126), wonderful at-home; for country week ends; at the resorts. We used black velveteen. Showed, with it, a black blouse made of Wyner worsted jersey, its wide, shallow neckline encrusted with braid. Slacks, 6822. Blouse, 7534. *Opposite:* Bright felt skirt, just the right note, we think (to quote ourselves, from the November 1, Vogue). "Easy-to-Make" skirt, 7531. Turtle-neck blouse of Wyner jersey, "Easy-to-Make," 7497. *Below:* The indoors coat, long enough and warm enough and handsome enough (see cuffs, collar) to wear all over the house. Plaid, Seydoux & Michau. "Easy-to-Make," 7149. Back views, sizes, page 151.

FRANCES MCLAUGHLIN



**WAFTINGS OF ROSES,
WAFTINGS OF WHITE**



In the air—some of the prettiest new ideas. For instance:
wafting white peignoirs and nightdresses, waftings of a new rosy perfume.

Left: Lace here, there, everywhere on this white rayon crêpe
nightdress. By Artemis, \$6. McCreery's; Hutzler's.

Below: Lace fluttering on the georgette peignoir, and veiling
the tricot bodice of the georgette nightgown; everything—
white nylon. By Laros, about \$35 complete. Jay Thorpe.

Opposite page: A peignoir that makes your walk a floating,
the lift of your arm a lovely sight. White nylon tricot;
the collar, the flounces on the yoke and cape sleeves, of nylon lace;
all, of Du Pont yarn. By Van Raalte, \$30. Bonwit Teller; Thalhimers; Sakowitz.
The Perfume: a rose, by Germaine Monteil—the first perfume
she's done in years. Warm, delicious, it's called "Gigolo."





CARTER'S

CHRISTMAS

Dear Friends,

I learn through the grapevine that for some delightful reason of your own, you are all determined to give me the happiest Christmas of my life.

I suppose I should really do a little mild protesting. But what would be the use—I know you too well—you wouldn't listen. You are determined to have Christmas, 1951 known as Carter's Christmas—and that's that.

Very well. I shall accept gracefully. In fact, I shall do more than that, I shall be generous in return. It just so happens that right here with me now, in the pocket of this very suit, I have my new Christmas list. You can read it, digest it, then whatever you pick you can send over right away. Duplications? Don't worry. So I get a couple of Jaguars.

This year, I have written a list for each room.

For the living room: The grog tray could use: a solid silver bottle opener with a magnet head for catching bottle tops. An ice bucket, large size, with a mackintosh cover.

For the desk: a year's supply—one for each month—of the little dollar ball point pens. Ten dollars worth of stamps—threes and air-mail. Writing paper. A desk clock. A large black leather desk-size diary. A dictionary, and a year's subscription to Kiplinger's Washington letter. And, for the drawer where the extra car-keys are kept, a pair of good sunglasses to put away until next year.

For the round table by the piano: Two long-living plants; a year's subscription to the *London Times* weekly edition; some paper cigarette holders; a bottle of sour lemon drops; a medium-sized, red leather scrapbook; and a silver picture frame.

Next, the kitchen: Here again you have quite a range, from a couple of jars of bitter lemon marmalade to a Waring mixer (a bachelor's delight—Sunday morning milk punches). Other odds and ends—some super-sharp carving knives. And, for crème de menthe and juleps, an ice-crusher. From Soupçon, a standing order for my favourite soups, Senegalese, Vichyssoise, lobster bisque and green turtle. I could also use an automatic minute clock for timing my morning coffee, an electric toaster, and an order for some very special Wisconsin Brownberry whole wheat bread, to use in the toaster.

Next, the bedroom: A small bed-table radio for sleepless nights and early morning news. An alarm clock with a rasping ring, not a delicate tinkle. Some earplugs, or if you'd prefer it, an air-conditioner. At any rate, something to keep out the noise. An address book which can either be attached to the telephone or the bedtable. So far it's never been handy when I've needed it. Some kind of bed-reading-jacket, so that after I've once opened the windows, I can still go on with the chapter without freezing to death. Some pyjamas, preferably silk. A reading lamp to fit over the top of the bed; a water Thermos, and a switch-off attachment for the telephone for when I'm feeling anti-social.

For the bathroom: Quite a range here; a small floor scales and a strong sun-lamp, a shaving brush (made if possible from sable), a year's supply of razor blades, and three bath towels, sized for a giant and rough as tweed. Also for the bathroom, a white robe made of towelling, and a basket full of any soap, so long as it smells of pine.

For the linen closet: Six pairs of sheets, three blankets.

For the wine cellar in the hall closet: Everything.

For the hall closet: An overnight bag just big enough to hold pyjamas, a shirt, underclothes, one pair of socks, and one suit. An umbrella, thin, with a leather handle. A light nylon golf bag, and to go with it, a golf glove, a golf umbrella with shooting stick seat, and the *almost* perfect present for a golfer, a dozen new golf balls. And to fill the built-in humidor in the closet, a year's supply of cigars.

For the boathouse by the lake: It says here, friends, a Chris Craft and a surfboard.

For the garage: The latest Jaguar sports car, a map case for the back of the old Stanley Steamer, some wool-lined leather gloves for winter driving.

For the address book: A couple of new addresses.

For the bank: A hat-box full of crisp new bills.

Well, there's the list. Take your pick, and once again, thanks for everything, and a Merry Christmas to you, too.

Joe Carter



THE MOST TREASURED NAME IN PERFUME

N° 5 GARDENIA RUSSIA LEATHER N° 22 BOIS DES ILES

CHANEL



always ask
this question:

**“Are you sure
the color is fast?”**

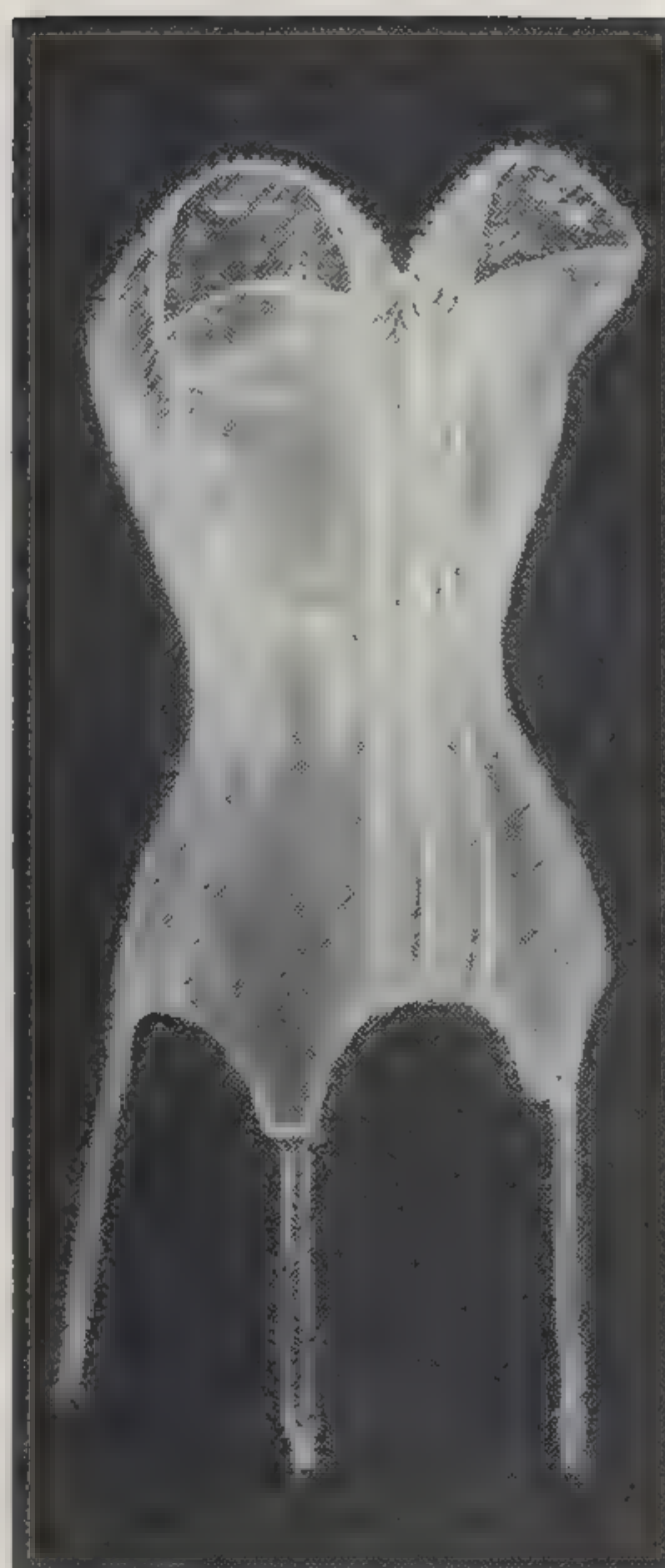
To be sure of color permanence in rayon—nylon and rayon—wool and cotton—and cotton, ask your store whether Althouse Superlitefast® dyes have been used. They'll keep your dress, suit, coat or lingerie (even tricky shades of blue) bright and beautiful through many years of suds and sun. Request these sunfast dyes to insure the color for the life of the garment.

America's First Name in Super Light-Fastness

ALTHOUSE
Chemical Company, Inc.
READING, PENNSYLVANIA

ABOUT BRASSIÈRES

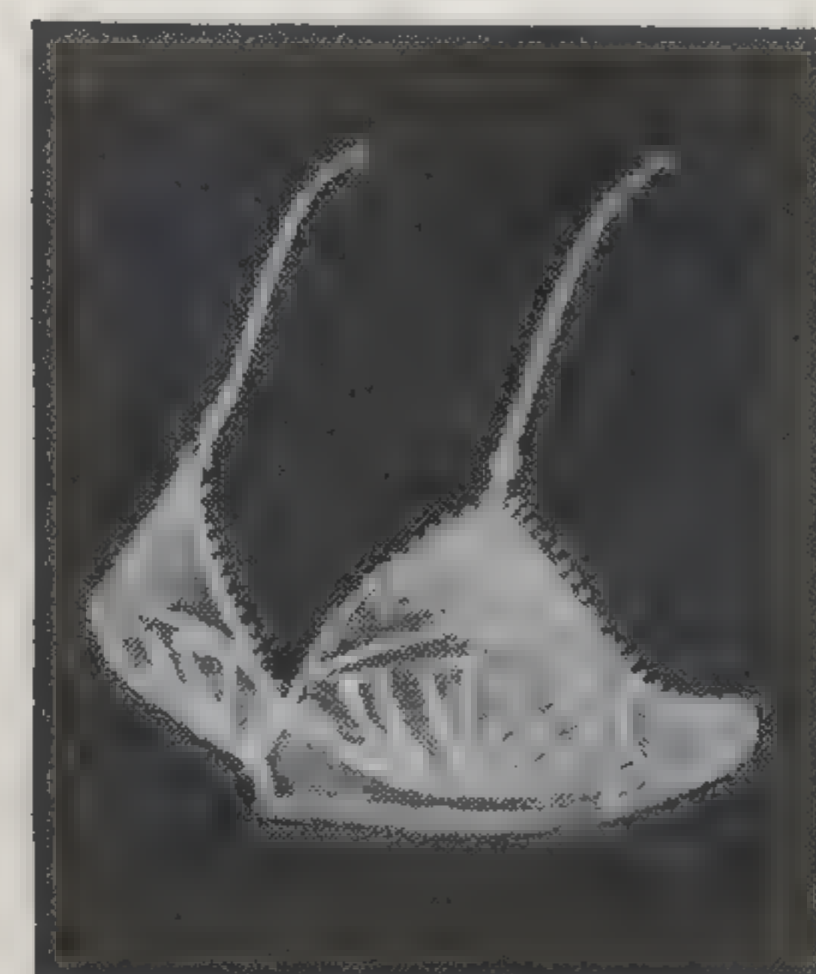
This is a general report: some of the best of the brassières being made at the moment, with an understanding of current fashion silhouettes. These are among the exceptionally good: *At left:* The longest brassière (built on the theory that the bosom is relative—is shaped always in relation to waistline and hips). This is strapless, supports the bosom, slims the midriff, clasps the hips, and gives the stockings something to hang by. It's "Goddess," by Revelation, in rayon satin, nylon. \$6. Oppenheim Collins.



SKETCHES BY DE MARSAN



Above, left: A light, firm bra of Skinner nylon taffeta; net-lined stitched cups. By Marja, \$4. Woodward & Lothrop; Neiman-Marcus.



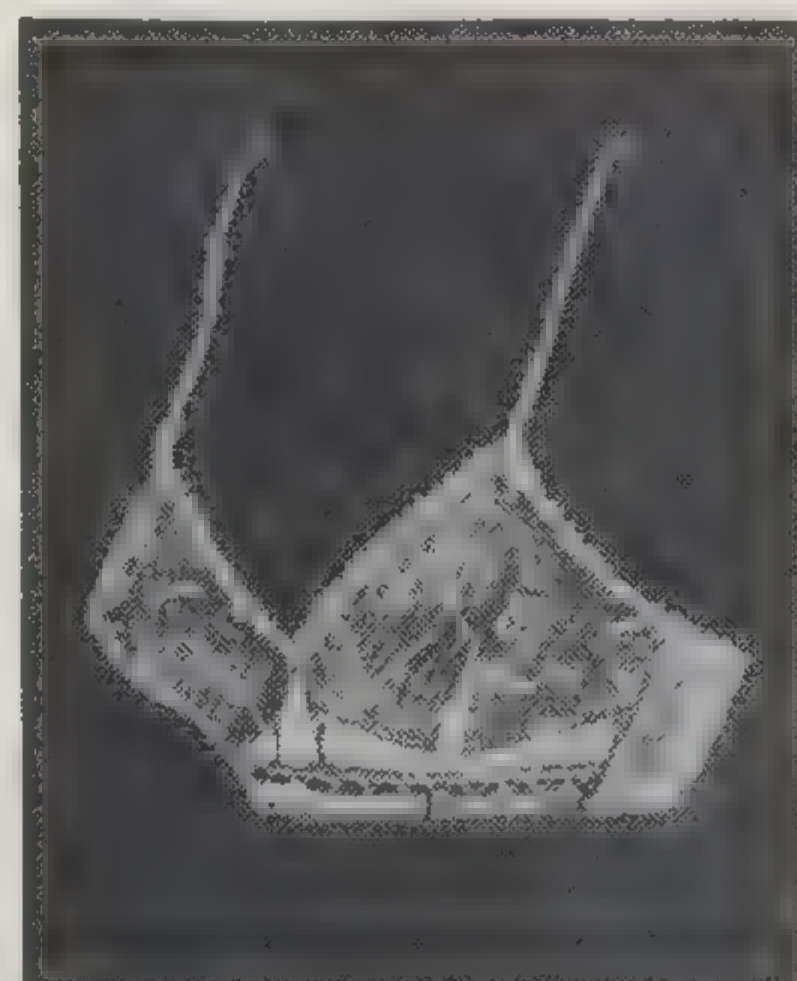
Above, right: For a bosom in need of uplift, a brassière of white nylon taffeta with petal-shaped support. By Formaid, \$2. Abraham & Straus.



Above, left: For a heavy bosom, a brassière with a new way of distributing weight: via a drawstrap. By Exquisite Form, \$2.50. Gimbels.



Above, right: A strapless brassière worked out for a heavy bosom; to support, a system of inner straps; low V at back. \$7.50. Altman.



Above, left: Another of the strong featherweights: this one, in white nylon lace and rayon satin. By Surprise, \$2.50. At Oppenheim Collins.



Above, right: From a specialist in padded brassières, lace-over-foam-rubber, anchored at top and below. By Miriam Gates, \$7.50. Best's.

Mrs. George Jay Gould, Jr.

HER VIVID INNER SELF richly warms Mrs. Gould's lovely face . . . telling everyone who sees her what a captivating, charming person she is. You, too, have a *special* beauty that is quite your own. Does it speak to others through *your* face . . . tell them *you* are lovely to know?

That special
undiscovered self
within you
— can bring you
new Loveliness

SO MANY WOMEN are being *unjust* to themselves refusing to admit and cultivate the charm that *could* be theirs.

Yet—no woman needs to lack charm. Within you, within every woman, is a power that can *re-make* you. This power grows out of the interdependence of your Outer Self and Inner Self—the way you *look*, the way you *feel*.

It is this power that lights you with a starry confidence when you know you are attractive



Mrs. Gould has perfectly beautiful milk-white skin that is in exciting contrast to her dark hair, dark eyes. She is a devoted user of Pond's Cold Cream. "Pond's has always been *my* cream," she says.



You hear it everywhere—
"She's Engaged! She's Lovely! She uses Pond's!"

to see. But—it dims and dispirits you when you do not *look* your best. That's why you need to be faithful *every day* to the routine essentials that do so much to keep you *outwardly* lovely and *inwardly* at ease.

You'll find this treatment with Pond's Cold Cream gives you *very special* help. It creams away skin-dulling dinginess. It adds a velvet quality of softness. Give your face this Pond's care *always* at bedtime (for day cleansings, too). *This is the way:*

"Outside-Inside" Face Treatment

Hot Stimulation—a good splashing with hot water.

Cream Cleanse—swirl light, fluffy Pond's Cold Cream all over your face and throat to soften

dirt and make-up, sweep them from pore openings. Tissue off.

Cream Rinse—with more Pond's to rinse off last traces of dirt. Tissue *lightly*.

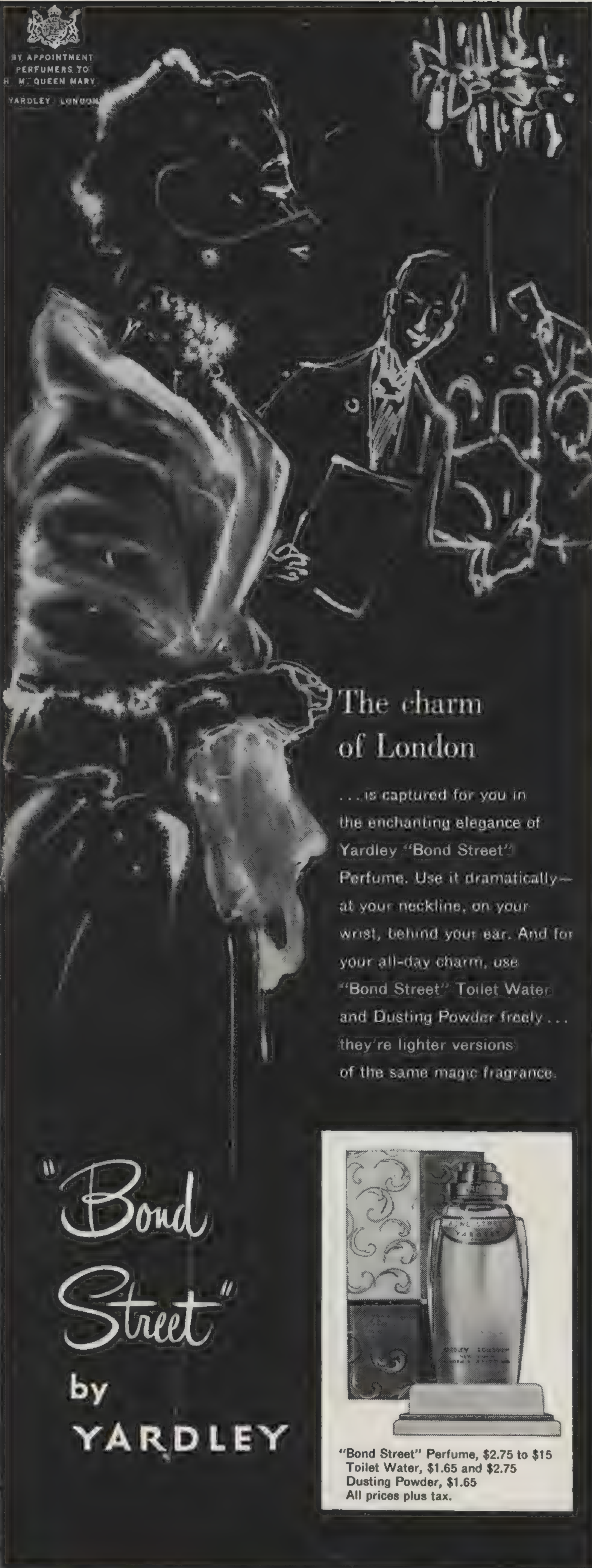
Cold Stimulation—a tonic cold water splash.

This face treatment works on *both* sides of your skin. *From the Outside*—Pond's Cold Cream cleanses, softens as you massage. *From the Inside*—every step stimulates circulation.

Mrs. Gould says: "I think this Pond's face treatment is *particularly good* for my skin."

Remember—it's not vanity to develop the beauty of your face. When you look lovely, it banishes that boggy of self-consciousness—radiates you with a happy new confidence that brings others closer to the real Inner You.


BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY
YARDLEY LONDON



The charm
of London

...is captured for you in
the enchanting elegance of
Yardley "Bond Street"
Perfume. Use it dramatically—
at your neckline, on your
wrist, behind your ear. And for
your all-day charm, use
"Bond Street" Toilet Water
and Dusting Powder freely...
they're lighter versions
of the same magic fragrance.

"Bond
Street"
by
YARDLEY

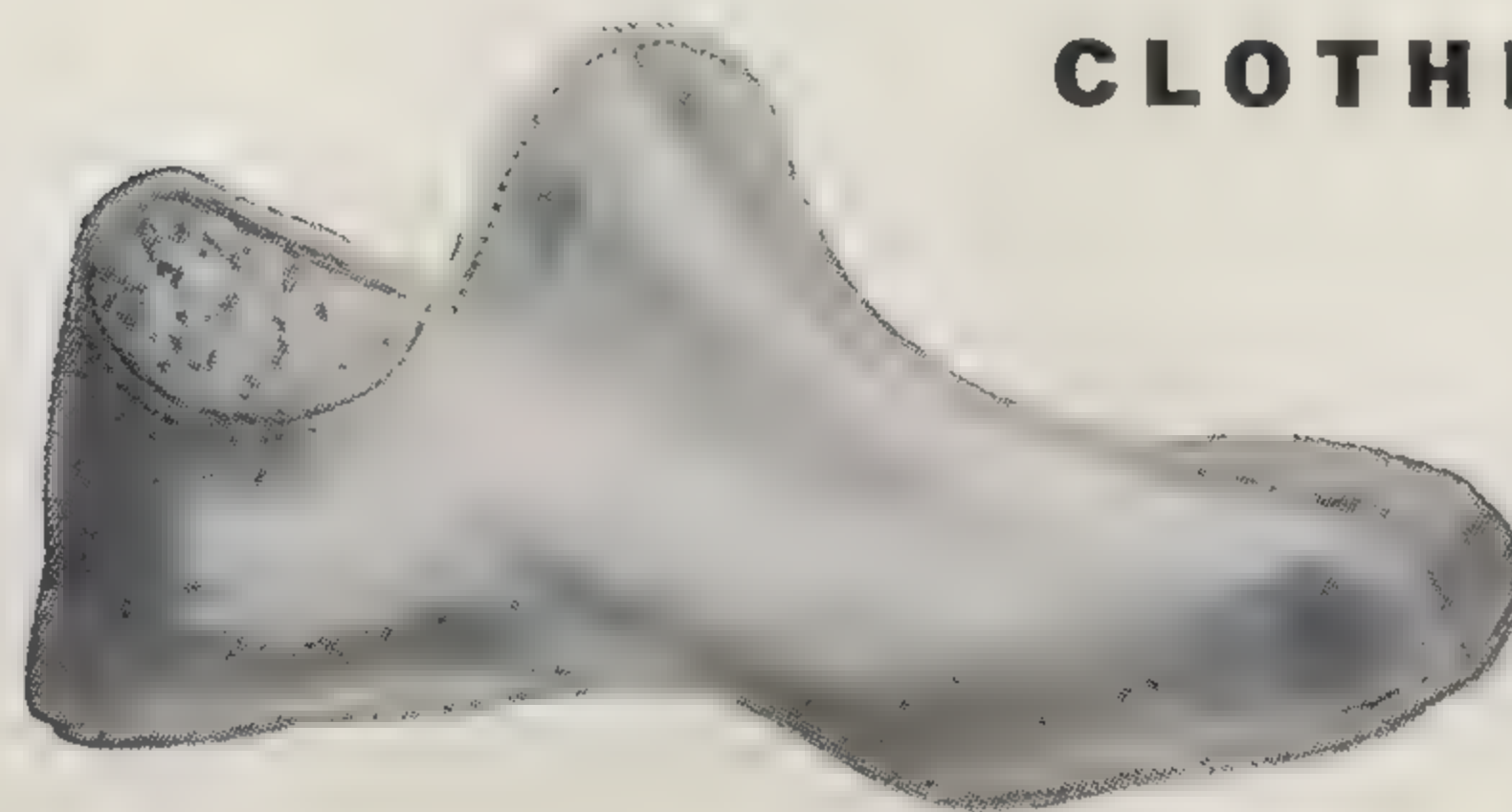


"Bond Street" Perfume, \$2.75 to \$15
Toilet Water, \$1.65 and \$2.75
Dusting Powder, \$1.65
All prices plus tax.

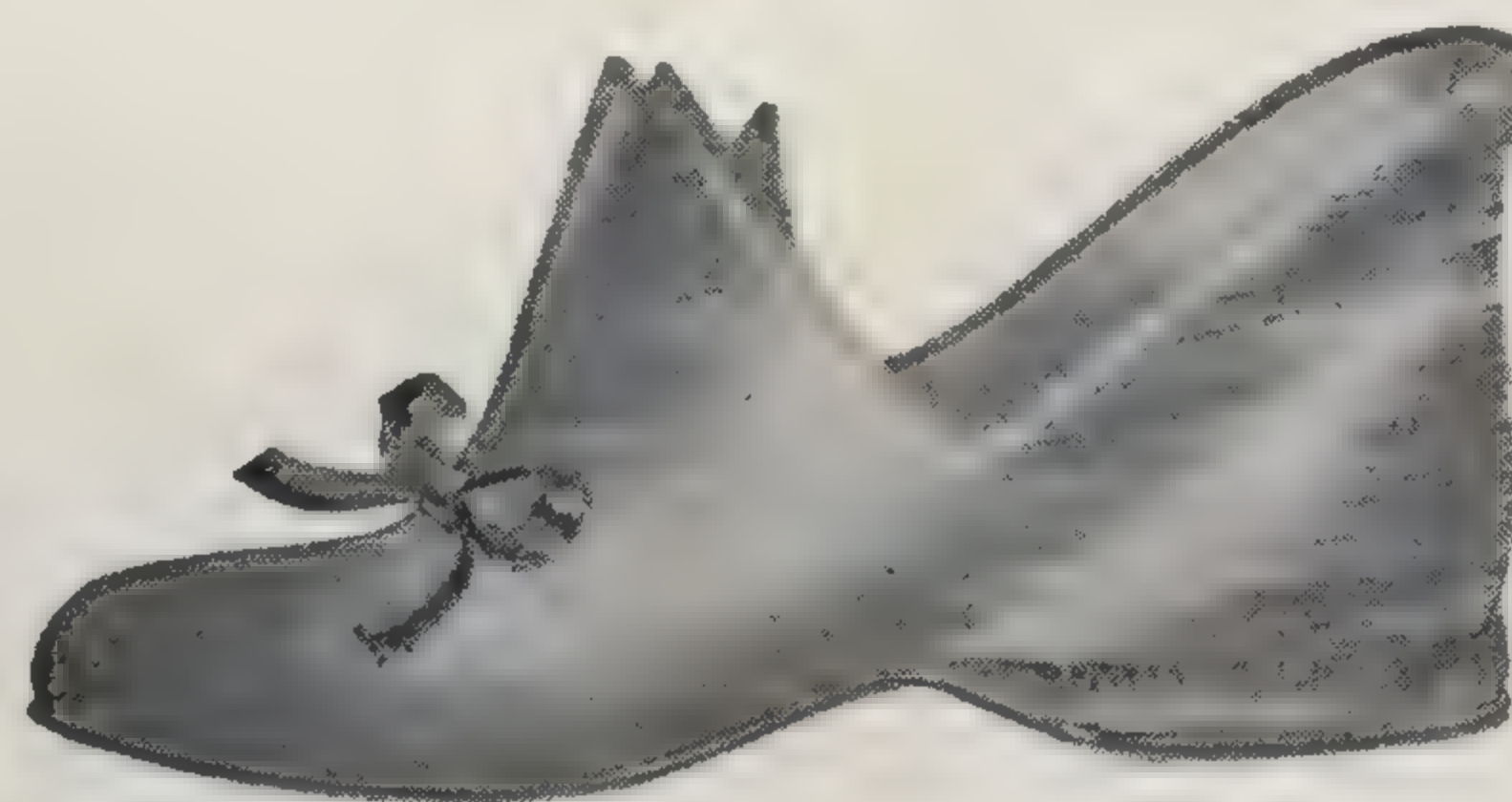
Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

NEWS BENEATH AT-HOME

CLOTHES



The warm little boot—for bedroom and beyond, when you're wearing tapered slacks or a long-cosy indoors coat. These, in green suède with a lamb's wool lining. Designed by Oomphies, \$5. Lord & Taylor.



Another boot (logical conclusion to tapered slacks, when the floor isn't radiant-heated); this one, in black deep-waled corduroy, with a bow, and the look of a buskin. By Daniel Green, \$5.50. Arnold Constable.



The "scuff" to wear with slacks or a long robe (see pages 140 and 141). News with an up-turned Turkish toe, in bright red suèded shearling, completely lined with fluffy white fleece. By Joyce, \$7. At Altman.

SKETCHES BY MARIONNET

KEYS TO THE PRESENTS ON PAGES 106-107

1. Halter and skirt by Midtown; at Henri Bendel.
2. Pin by Ledo; also at J. W. Robinson.
3. The Thaibok scarf; imported from Siam; at Henri Bendel.
4. Bracelet by Ledo; at Gunther Jaekel.
5. Bernardo sandals; also at Marshall Field; I. Magnin.
6. Compact, French; Jay Thorpe only.
7. Coro bracelet; also Joseph Horne.
8. Gloves by Superb; also Gimbels, Phila.
9. Compact by Wadsworth; also at Garfinckel's; Rich's.
10. Bed jacket, designed by Brigrance for Tula; at Lord & Taylor.
11. Change purse by Rexbilt; at Altman.
12. Miniature train-case by Hartmann; also at Wanamaker's, Phila.
13. Pin by Elsenberg; also at Carson Pirie Scott; The Broadway.
14. Cigarette case and lighter by Rumpp; also at Hudson's.

KEYS TO THE PRESENTS ON PAGES 108-109

1. Handbag, scarf; Bonwit Teller.
2. Headdress, a John Frederics Charmer, also at The Blum Store.
3. Sewing compact by Mosell; also at Garfinckel's.
4. Velveteen purse by Wetherby; also at Joseph Magnin.
5. Petticoat by Odette Barsa; also at Himelhoch's; The Blum Store.
6. Pin by Coro; Lord & Taylor.
7. Castlecliff pin and earrings; also at Jays; Sakowitz.
8. Stockings in an evening bag; by Bryan; also at Garfinckel's; Frost Bros.
9. Paris bag, made for Josef by Roger Model; also at I. Magnin.
10. Compact by Elgin American; also at Gimbels, Phila.
11. Sweater, to order, by Miss Isabel; only at Bonwit Teller.
12. Rose pin by Trifari; also at The Broadway.
13. Cuff bracelet by Arthur King; also at Younker's, Des Moines.
14. Shell slipper by M. Gustin; at Delman.
15. Desk pad, by Essway; at Saks Fifth.
16. Bag; only at Bergdorf Goodman.
17. Cigarette box imported from Italy; only at Bergdorf Goodman.
18. Bracelet by Bogoff; at Bergdorf Goodman.
19. Cigarette case, imported from France; only at Jay Thorpe.

For the man who has everything

...from the one woman in his life



**New Zenith
SUPER TRANS-OCEANIC
Portable Radio**

Works on AC, DC, Battery
Black Stag and Silver Grey Case
Styled by Robert Davol Budlong

This incomparable radio has a magic way with a male. No matter how extensive his worldly possessions, here is a gift to make a man's eyes light up as they haven't since he was a boy.

No wonder it's the intimate companion of more business leaders, sportsmen, statesmen, diplomats and globe trotters than any other radio in the world! There is no other radio to compare.

In his skyscraper office—in his study at home—on planes, trains, ships—in remote fishing and hunting camps—his Zenith Super Trans-Oceanic will be a never-failing thrill. And more—a constant reminder of the one woman in his life, you who gave him this new wide world of information and entertainment. Now available at your Zenith Radio and Television Dealer's.

©1951



Marine and Weather Short Wave on 38 to 150 Meter Continuous Tuning Bands. Brings in ship-to-ship and ship-to-shore phone conversations, instructions; weather warnings and forecasts; amateur stations. Coverage from 38 through 150 meters (2 to 8 MC). Covers 49 meter band.

Trans-World Short Wave Reception on 4 International Bands. Pulls in stations from across oceans, mountains, continents. Opens up reception from more countries, more stations, than ever before!

Trans-Continental Standard Reception. Brings in stations across the continent—even from places where other portables fail—in planes, trains, ships, remote areas, steel buildings! And it's Humidity-Proofed against loss of sensitivity even in the most humid surroundings.

Zenith Radio Corporation, Chicago 39, Illinois • Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids

The lady says, "Yes..."

HE WEARS

Lebow Clothes

Meet MR. BRACKEN BLUE, who introduces
an entirely new Fall color for men."



Just a few of the stores where Lebow Clothes are sold.
For name of dealer in your area, write Lebow Bros., Inc., Balto. 2, Md.
JOHN WANAMAKER • Atlanta, RICH'S STORE FOR MEN • Cleveland, THE HALL BROS. CO.
Denver, DANIELS & FISHER STORES CO. • Fort Wayne, WOLF & DESSAUER CO. • Fort Worth, WASHER BROS.
Harrisburg, THE 212 MAN'S SHOP • Indianapolis, THE WM. H. BLOCK COMPANY
Los Angeles, PHELPS-TERKEL • Miami, BURDINE'S, INC. • Pittsburgh, KAUFMANN'S DEPT. STORE
Wichita & Kansas City, WOOLF BROS.
IN WASHINGTON—LEWIS & THOS. SALTZ, INC.—FOR LEBOW CLOTHES
IN NEW YORK—LORD & TAYLOR—FOR LEBOW CLOTHES

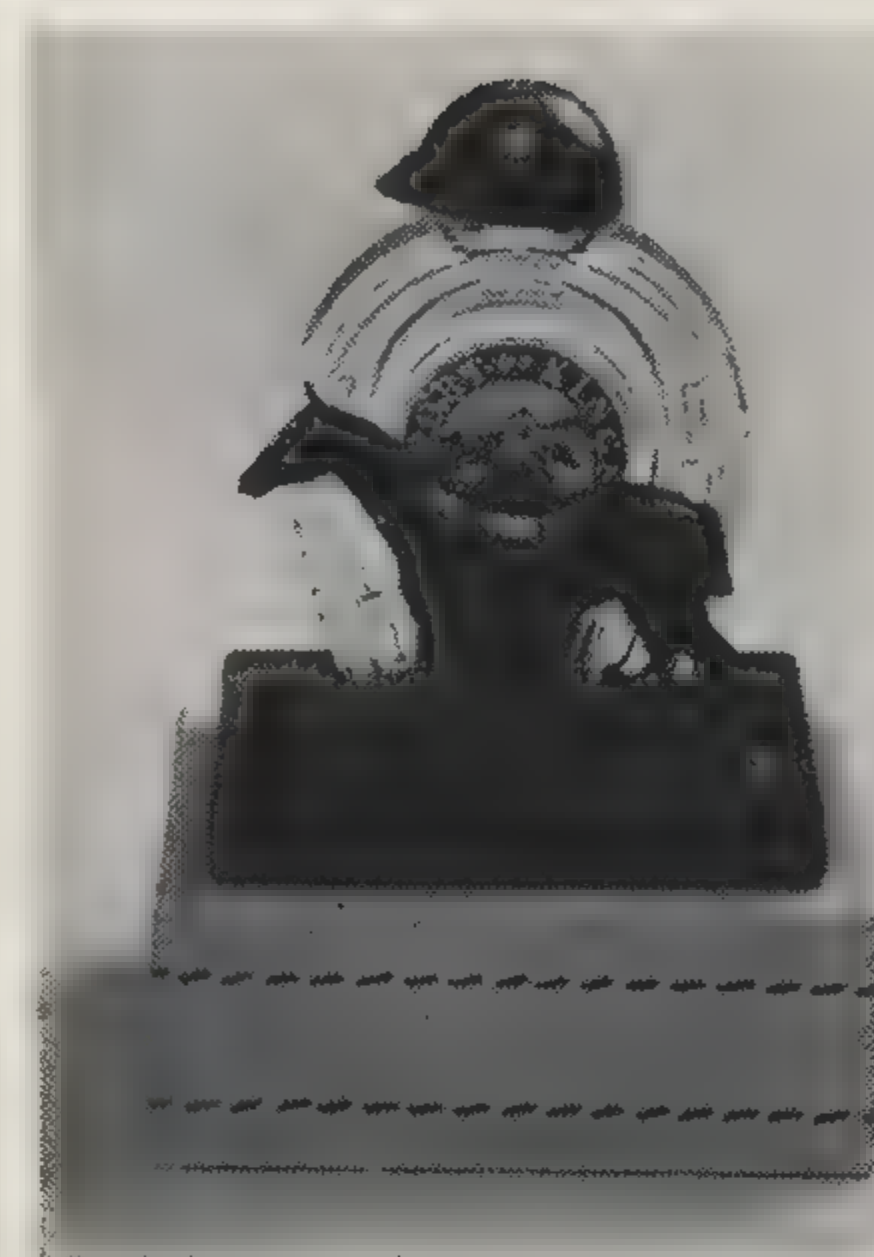
DISCOVERIES

FOR MEN



Above: Packed in a sturdy duffel bag, Yardley things for men: shaving cream, talcum, and after-shave lotion in Yardley's famous lavender scent. \$4.95*. Bloomingdale's.

Right: Here's a good bet for any sportsman in your life; a bottle of Gourielli Sport of Kings cologne, cased like a trophy with a racing pony model. \$3*. At Bonwit Teller.



Left: Royal Fern, a deep-woodsy and masculine scent by Houbigant, permeates this kitful of shaving accessories: cream, talcum, lotion, cologne. \$5.50*. Altman's.

Right: Man-picked and so named Their Preference, a big cake of soap and a bottle of cologne in matching scent, boxed together, for giving. \$3.50*. At Gunther Jaeckel.

Below: Easy to use, easy to take travelling: solid cologne, talcum stick, and after shave stick by Mem. Each one, foil-wrapped, in compact jars. \$3.00*. At Lord & Taylor.



*PLUS TAX

• MIEHLMANN

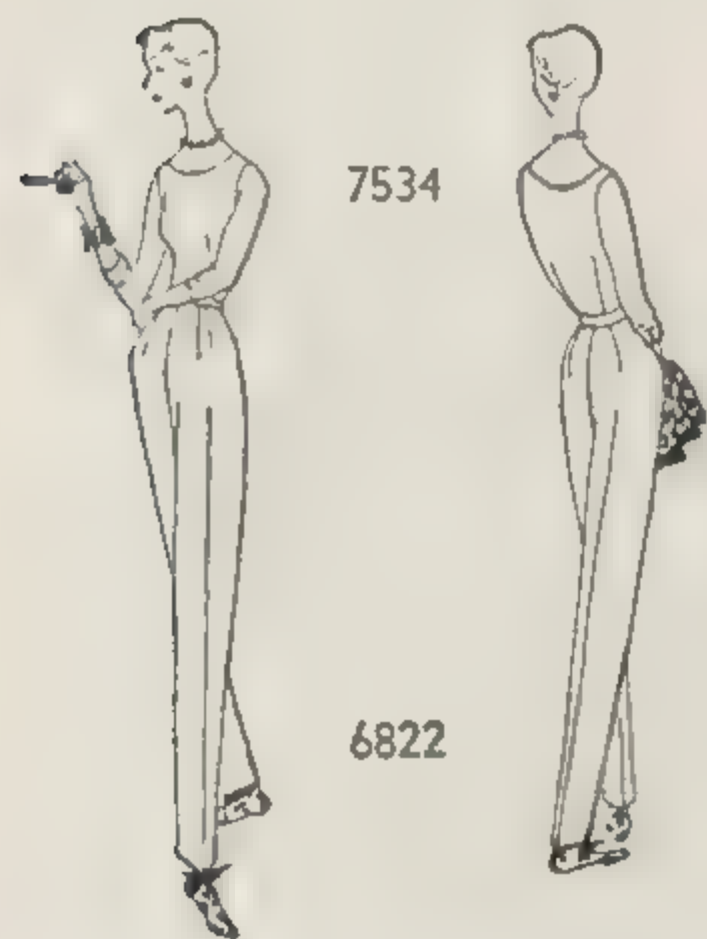
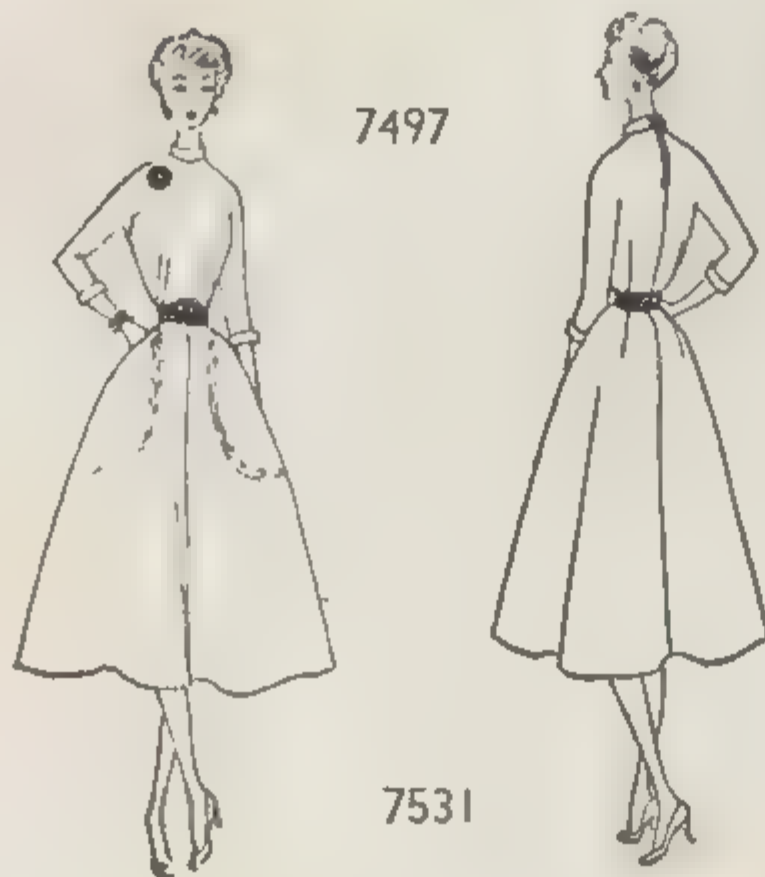
VOGUE PATTERNS

Other views of Patterns on pages 140-141.



Left: "Easy-to-Make" Pattern, No. 7149. Sizes small (30-32), medium (34-36), large (38-40). For medium: $4\frac{1}{4}$ yds. of 54" material. The price, 60 cents.

Right: "Easy-to-Make" 7497, sizes 12 to 20 (30 to 38). For 16: $1\frac{1}{2}$ yds. 54". 50c. "Easy-to-Make" 7531, waist sizes 24 to 32. For 28: $1\frac{1}{8}$ yds. 72" fabric. 40 cents.



Left: No. 7534. Sizes 12 to 20 (30 to 38), 40. For 16: $1\frac{3}{8}$ yds. 54". 50c. No. 6822. Waist sizes 24 to 32. For 28: $2\frac{1}{2}$ yds. 39" fabric with nap. 50 cents.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA AT 198 SPADINA AVE., TORONTO, ONTARIO. Note: Connecticut residents please add sales tax.



Say Mr. and Mrs.
RUDY VALLÉE

SophistiCase* Series 94 covered with mar-proof Vinyl. Matching HercuRon* handles and binding. Celanese* lined. Green, Gray, Brown, Blue.

at leading Department
and Luggage Stores

UNITED STATES TRUNK CO., Inc.

Fall River, Mass.
New York • Chicago • Los Angeles



T.M.

diamond-faceted
JET BLACKS AND RHINESTONES

the striking new Dalsheim accent

The allure of highly polished Jet . . . the breath-taking
brilliance of rhinestones . . . captured only by Dalsheim
in rare, many-mooded costume jewelry . . . created to cater to your
loveliest new ensembles.

Bracelet, \$5.00* • Necklace, \$4.00* • Earrings, \$2.00* • Small Pin, \$3.50* • Large Pin, \$5.00*

*plus tax

At these fine stores, or write: DALSHEIM ACCESSORIES, INC., 389 Fifth Avenue, New York City.

New York, Lord & Taylor • Brooklyn, N. Y., Abraham & Straus • Atlanta, Davison, Paxon Co. • Baltimore, Hutzler Bros. • Boston, W. Filene's Sons Co. • Buffalo, J. N. Adam & Co. • Chicago, Chas. A. Stevens & Co. • Cincinnati, H. & S. Pogue Co. • Cleveland, Halle Bros. • Columbus, F. & R. Lazarus Co. • Dallas, W. A. Green Co. • Dayton, Rike-Kumler Co. • Denver, Daniels & Fisher Stores Co. • Detroit, J. L. Hudson Co. • Houston, Foley Bros. Dry Goods Co. • Indianapolis, Wm. H. Block Co. • Kansas City, Harzfeld's • Los Angeles, J. W. Robinson Co. • Memphis, B. Lowenstein & Bros. • Miami, Richard's Store Co. • Minneapolis, Dayton Co. • New Orleans, Leon Godchaux Clothing Co. • Philadelphia, John Wanamaker • Pittsburgh, Joseph Horne Co. • St. Paul, Field-Schlick Inc. • St. Louis, Scruggs-Vandervoort-Vorney • Seattle, Frederick & Nelson • Syracuse, The Addis Co. • Washington, D. C., Woodward & Lothrop.

THE INTERNATIONAL WHISKY

Sir John Schenley

World's Choicest Blend



Enjoy
the finest
tasting
whisky
in the
world

Few, if any, of the world's great whiskies can equal the quality of Sir John Schenley . . . none can match its delightful taste! Here indeed is the *finest-tasting* whisky in the world—rare and full-bodied. You will enjoy in Sir John Schenley the lightest whisky you've ever tasted. Ask for it at finer stores, clubs and bars.

BLENDED WHISKY 86.8 PF. STRAIGHT WHISKIES IN THIS PRODUCT ARE 8 YEARS OR MORE OLD. 35% STRAIGHT WHISKY, 65% GR. NEUTRAL SPIRITS. SCHENLEY DIST., INC., N.Y.C.

DISCOVERIES FOR MEN



Left: Looking very much "for a man," in a heavy, handsome bottle, Moustache eau de toilette by Marcel Rochas is a brisk, fresh fragrance. \$20*. Saks Fifth Ave.

Right: Often, just the right present for a man is a good set of clippers and nippers for his fingernails. This complete set, by Bates, in a saddle leather case. \$14*.

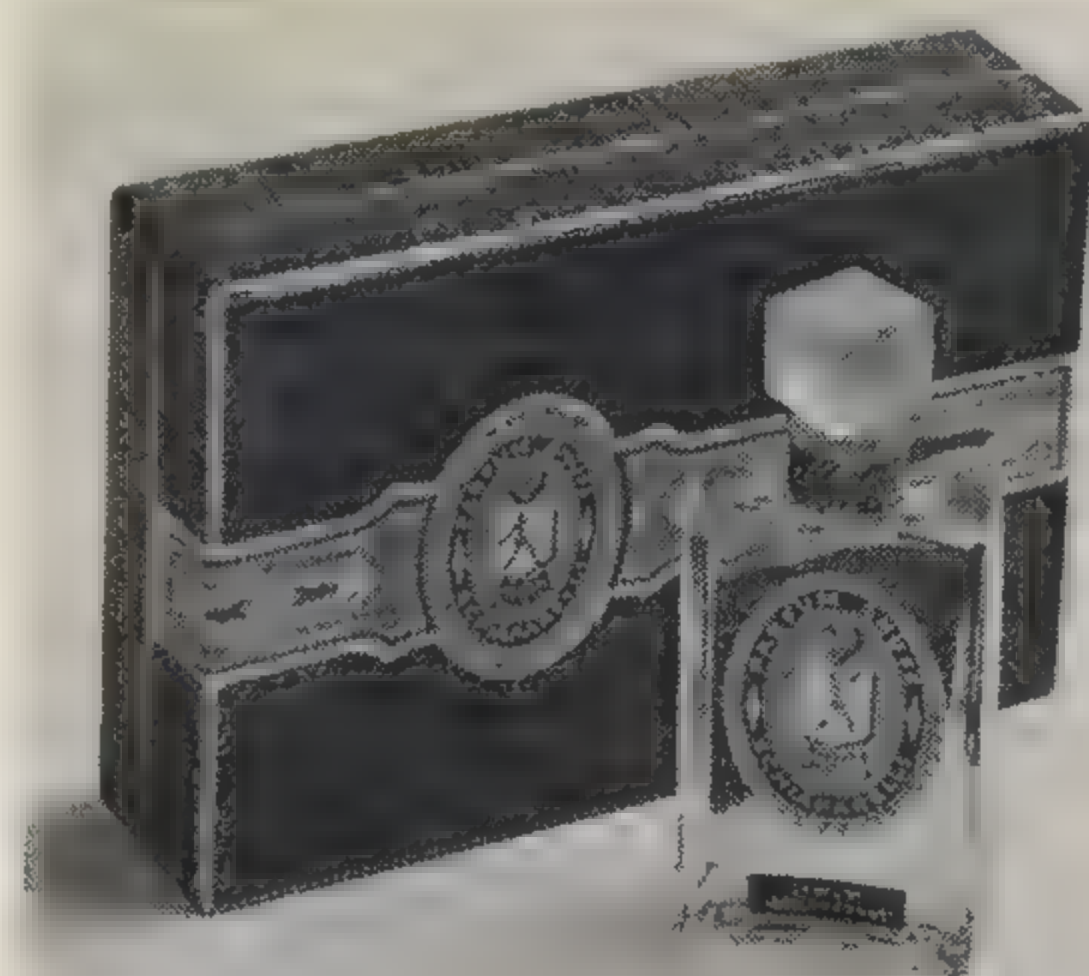


Left: Signature Shower Shampoo, in a plastic bottle to take under the spray. With it: Signature After Shave Lotion. By Max Factor Hollywood. The pair are \$2.60*, at Stern's.

Right: An idea for you—to put in a man's stocking. An idea for a man—to keep his hair in place. Suave for men in a leather-grained plastic flask. \$1. at Bloomingdale's.



Below: In a miniature cigar box—or so it would seem—the surprise of a bottle of Snuff perfume, definitely a man's fragrance—by Schiaparelli. \$6*. At Lord & Taylor.



MIEHLMANN

*PLUS TAX

Below: Just as much of a time-proven complement, just as much a stand-by as a grey flannel suit. Here, Guerlain's Cologne Impériale for men. \$8*. At Saks Fifth Avenue.





Getting there is half the *fun!*

Blissful moments, gay and sparkling as champagne . . .
frivolous moments filled with light-hearted laughter!

Moments of lazy relaxation . . . of exhilaration
in the clean salt air! Moments of zestful anticipation
as master chefs perform sheer magic with international delicacies
you'll never forget! These are the fabric of your hours at sea . . .
these are the joys of an ocean voyage aboard a Cunarder!

Europe-bound or pleasure-cruising, Cunard has
exactly the ship for *you* . . . from the world's largest
and fastest to the more leisurely.

YOUR TRAVEL AGENT WILL SERVE YOU AT NO EXTRA COST

No wonder more people prefer

CUNARD



QUEEN ELIZABETH • QUEEN MARY • MAURETANIA • CARONIA • BRITANNIC • MEDIA • PARTHIA

REVOLUTION IN MAKE-UP!

Helena Rubinstein creates special make-up for every type of skin

Helena Rubinstein has probably created more make-up, started more beauty trends than any living person. Thanks to her pioneering, you can put on a new face every day of your life. It is all very easy and you probably take it for granted. But unfortunately many women (some say 9 out of 10) haven't any idea which type of make-up is the correct one for their skin.

Helena Rubinstein feels it is her duty to warn women that they can ruin their complexions forever by using the *wrong* make-up. If you have a *dry* skin, you will make it even drier with a dry cake-type of make-up. If your

skin has surface *blemishes*, it is important to use a make-up which not only conceals blemishes, but also *heals* them.

On the other hand, you can use as much make-up as you like if you use the ones that are *correctly formulated* for your particular skin type. That's why Helena Rubinstein creates make-ups for *individual skins*. Make-ups that not only bring you bright-new prettiness . . . but that are actually *good* for your skin!

Study this page carefully and find out once and for all which type of make-up is right for *you*. Then throw away your old make-up mistakes before it is too late!



Dewy Glow for Dry Skin with SILK-TONE, a perfect balance of emollients, color and texture to give dry skin a moist young look. It covers tiny lines with a soft silken veil—is actually blended with pure silk! Over it goes SILK-SCREEN Powder with infinitesimal silk particles that make it cling for hours. Silk-Tone 1.50 Silk-Screen Powder 1.00



Grown-Up Glamour for Teen Agers who use Helena Rubinstein's MILK-TONE. Foundation and powder in one, Milk-Tone is the only cake make-up containing *milk* protein, which is very good for adolescent skin problems. It gives a grown-up film of beauty, covers every tiny flaw. Lasts all day. Used by models and television stars. 1.25



Mat Finish for Oily Skin with SILK-FILM. A velvety cream-cake blended with pure silk gives skin delicately tinted prettiness and removes oily shine. Large pores are concealed under a flawless fine-grained look. Over it wear SILK-SCREEN Powder with powdered silk to absorb perspiration. Silk-Film 1.25 Silk-Screen Powder 1.00

© 1951 Helena Rubinstein, Inc., 655 Fifth Avenue, New York 22, N. Y.



Special Make-Up for Blemishes calls for SNOW LOTION to cover up surface blemishes with a glamorous disguise. The formula has a special ingredient which doctors use to heal pimples. Delightfully soothing. Snow Lotion is strongly recommended to women who are looking for a miracle to save them from a bad complexion. 1.00

Prices plus Federal tax

If you plan to give luggage, this Christmas, plan to give luggage news as well. These shapes and colours are among the news to give—or take. *Below, first:* For a woman—the biggest, roundest, hatbox. It can be a week-ender or a long-trip catch-all (and has frequently been found to be the best carrier going for a full-skirted, crinolined ball dress). By Oshkosh, in top grain cowhide; the one we sketched is cinnamon-coloured. The lining is beige bengaline. The fastening, a Yale lock. \$75 plus tax. At—please see below. *Below, second:* For a man, an overnight case by Oshkosh, of canvas with cowhide binding. Zipper closing. \$37.50 plus tax. Both at Oshkosh.



**LUGGAGE
NEWS
TO GIVE—
AND TAKE**



GRIGSBY

Above: Black luggage for a woman—the smartest woman you know, perhaps. The whole idea of black leather luggage is something to watch, to collect. Here's the beginning of a collection that could grow, with subsequent Christmases and birthdays, into a handsome mound. These—in black cowhide with a low lustre, red moire lining. Train-case; overnight bag (21" long), \$73 each, plus tax. Both are equipped with devices that act as shock absorbers in the saddle-stitched cushion edges. Both, Amelia Earhart Luggage, from Lord & Taylor.

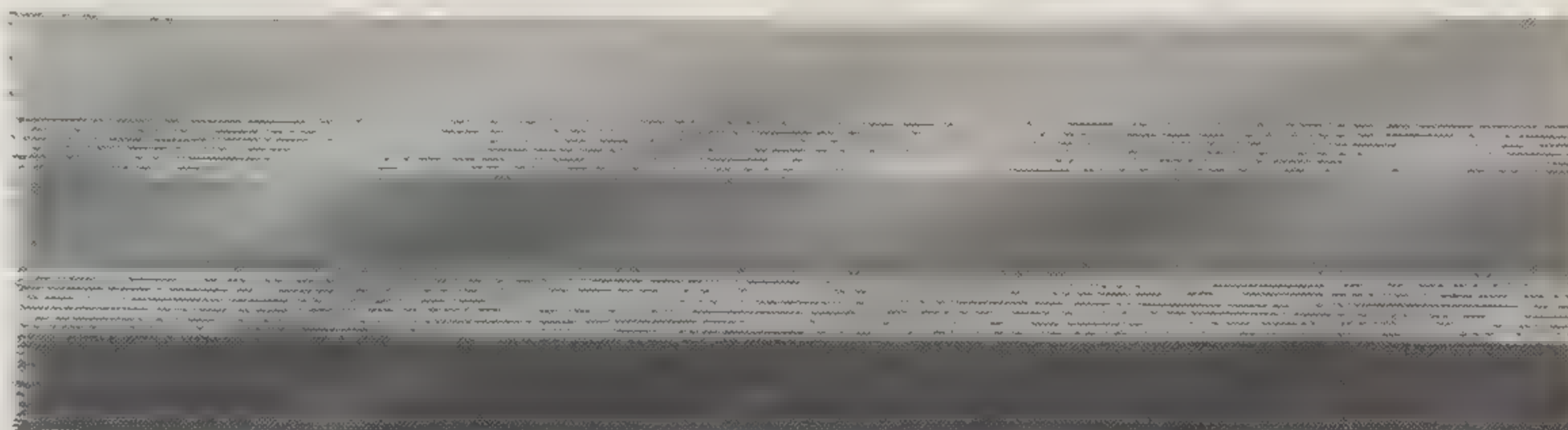
*French
Stripes*



Shades of Paris! Stunning stripes of subtly beautiful tones on Imported Pure Silk Satin scarf—an **ECHO** exclusive. About \$15.00 at finer stores, or write **ECHO** scarfs.

Echo
scarfs

EDGAR C. HYMAN CO., INC. 485 Fifth Ave., New York 17



Scintillating for that bejeweled look — this adjustable Choker Necklace by Deknatel. Simulated Pearls of flattering lustre set off by brilliant diamond shaped stones. A perfect Christmas gift... Necklace with matching Earrings, in handsome leatherette presentation case — \$8, plus tax.

Deknatel
Simulated Pearls of Matchless Beauty

At Better Stores or write J. A. DEKNATEL & SON, INC., 366 Fifth Ave., New York, N. Y.

FASCINATING... FOREIGN... FABULOUS

CUBA

Gayety Takes on New Meaning In This Sunny Vacation-Isle!

Relax . . . be gay—the carefree Latin way! Here is the sun-swept home of light hearts, bright skies, dazzlingly different holiday delights.

Meet rhythmic Havana, the New World's premier pleasure-city. Enjoy her shimmering beaches, her exciting nightlife and gaming, her smart Continental atmosphere.

Explore the rest of Cuba's emerald countryside studded with picturesque villages, centuries-old historic landmarks, such renowned spas as vivid Varadero Beach and the legendary Isle of Pines.

See Your Travel Agent or

CUBAN TOURIST COMMISSION

122 E. 42 St., New York • 336 E. Flagler St., Miami
P.O. Box 1609, Havana

ONLY 90 MILES from the U. S.
EASILY REACHED by air or sea
U. S. citizens need **NO PASSPORTS**
Average winter temperature: 73°



27 FASHIONS TO GIVE

Following is a list of the makers of the Christmas presents shown on pages 100-105.

1. Hubert Harmon key ring
2. Schreiner earrings
3. Echo scarf
4. Schreiner pin
5. Lujean handbag
6. Hattie Carnegie clip
7. Burmel handkerchiefs
8. Vera scarf
9. Schreiner bracelet
10. Paul Flato compact
11. Agnew bracelet
12. Midtown belt
13. Hattie Carnegie compact
14. Monet earrings
15. Castlemark pin
16. Ernest Steiner ring
17. Ernest Steiner earrings
18. Kramer bracelet
19. Kramer pin
20. Criterion velvet cuff
21. Imperial Pearls pin
22. Bloch Frères handkerchief
23. Castlecliff pin
24. Koret bag
25. Marvella pseudo pearls
26. Napier clips
27. Asprey bag

In two hundred and two shops, in many states across the country (Canada and Hawaii, too), most of the Christmas presents listed above can be found. Look in the list below for the shop within minutes of your house. There will almost surely be one.

ALABAMA		Hutchinson . . . The Wiley Dry Goods Co.
Anniston	Ullman's	Pittsburg Seymour Dry Goods Co.
Birmingham	Kessler's	Wichita George Innes Co., Inc.
Dothan	Blumberg & Sons	
Fayette	Gullett's	KENTUCKY
Gadsden	Irving's Town Shop	Cumberland Keeti's
		Hopkinsville Arnold's
ARIZONA		Lexington Embry & Co., Inc.
Phoenix	Goldwaters	Louisville The Stewart Dry Goods Co.
		Marion Moore & Pickens
ARKANSAS		Mayfield The Vanity Shoppe
Little Rock	The M. M. Cohn Company	Middleboro Verran's
Magnolia	May's	
Stuttgart	Wellworth Dept. Store	LOUISIANA
		Baton Rouge The Dalton Co., Inc.
CALIFORNIA		Lafayette La Parisienne, Inc.
Beverly Hills	I. Magnin & Co.	New Orleans D. H. Holmes Co., Ltd.
Claremont	Petite Paris	
Corona Del Mar	O'Brien's Specialty Shop	MARYLAND
Fresno	Bruckner's	Baltimore Hutzler Brothers Co.
Lafayette	Hill 'n Dale Shop	Easton Bird-Speakman, Ltd.
Long Beach	Schick's	
Los Angeles	I. Magnin & Co.	MASSACHUSETTS
Oakland	I. Magnin & Co.	Boston Wm. Filene's Sons Company
Pasadena	I. Magnin & Co.	Great Barrington Gertrude Williamson
Sacramento	Bon Marché	Holyoke A. Steiger & Co.
San Diego	Haffer's	Springfield Albert Steiger Co.
San Francisco	I. Magnin & Co.	
Santa Barbara	I. Magnin & Co.	MICHIGAN
Stockton	The Brown House	Ann Arbor Goodyear's
		Detroit Himelhoch Brothers & Company
COLORADO		Grand Haven Reichardt
Colorado Springs	Daniels & Fisher Stores Co.	Grand Rapids The Strauss Shop
Denver	Daniels & Fisher Stores Co.	Kalamazoo Gilmore Brothers
		Lansing The Style Shop
CONNECTICUT		Ludington Callighan's
Darien	Gloria Sutton, Inc.	Midland Callighan's
Hartford	G. Fox & Co., Inc.	Traverse City Marie Evelyn Shop, Inc.
New Haven	Hamilton & Co.	
Norwich	Reid & Hughes Co.	MINNESOTA
Stamford	C. O. Miller Co.	Minneapolis The Dayton Company
Waterbury	Forester, Inc.	St. Paul Frank Murphy
		Wayzata Edith's Country Shop
DISTRICT OF COLUMBIA		
Washington, D. C.	Julius Garfinckel & Co.	MISSISSIPPI
		Columbus Egger's
FLORIDA		Indianola Klumock Dept. Store
Coral Gables	Daniels	Tupelo McGaughey's
De Funiak Springs	W. E. Parish & Co.	
Jacksonville	Levy's	MISSOURI
Lakeland	Gladys'	Cape Girardeau Hecht's
Miami	Burdine's, Inc.	Carthage Ramsay Bros.
Panama City	Lillian Kilpatrick's	Columbia Parks Department Store
Tallahassee	Steyerman's Style Shop	Kansas City Harzfeld's, Inc.
		Kirksville Ashell's
GEORGIA		Poplar Bluff Chas. Miller
Albany	Whittington's Incorporated	Rolla Uptown Style Shop
Atlanta	J. P. Allen & Co.	St. Louis Scruggs-Vandervoort-Barney, Inc.
Valdosta	Whittington's Incorporated	Sedalia C. W. Flower Dry Goods Co.
		MONTANA
ILLINOIS		Bozeman Chambers-Fisher Co.
Chicago	Carson Pirie Scott & Co.	Billings Doyle's
Kankakee	Lecour's	
Mt. Vernon	The Morton Shop, Inc.	NEBRASKA
Rockford	Edith Parrish	Lincoln Miller & Paine
Waukegan	Hein's	Norfolk Beverly's Store
		NEVADA
INDIANA		Las Vegas Fanny's
Evansville	DeJong's, Inc.	Reno Howay's Apparel
Gary	Hudsons	
Indianapolis	L. S. Ayres & Company	NEW JERSEY
Lafayette	Loeb's, Inc.	Newark Bamberger's
Michigan City	Agnes Ohming Shop	Plainfield Teppers, Inc.
Vincennes	Joseph's	Summit Lillian O'Grady, Inc.
		Trenton Honigsbaum's, Inc.
IOWA		
Ames	Younkers of Iowa	NEW YORK
Des Moines	Younkers of Iowa	Albany Honigsbaum's, Inc.
Dubuque	Roshek Bros. Co.	Brooklyn Abraham & Straus, Inc.
Fort Dodge	Younkers of Iowa	Buffalo L. L. Berger, Inc.
Iowa City	Younkers of Iowa	Glens Falls Merkel & Gelman, Inc.
Mason City	Younkers of Iowa	Rochester B. Forman Company
Ottumwa	Younkers of Iowa	Rye Tina MacRae
Sioux City	Younker-Davidson's	Saranac Lake Emily Durell Shop
		Syracuse The Addis Co.
KANSAS		
Arkansas City	Bridges Style Shop	

27 FASHIONS TO GIVE

(Continued from page 156)

NORTH CAROLINA
Fayetteville . . . The Town Shop
Raleigh . . . Ivey-Taylor Company
Wilson . . . The Georgian Room
Winston-Salem . . . Sosnik-Thalhimer

NORTH DAKOTA
Bismarck . . . Rose Shop
Fargo . . . Rose Shop
Grand Forks . . . R. B. Griffith Co.
Rugby . . . Totsrud's Style Shop

OHIO
Akron . . . The M. O'Neil Co.
Cambridge . . . The Style Center
Cincinnati . . . Jenny, Inc.
Cleveland . . . The Halle Bros., Co.
Columbus . . . Montaldo's
Dayton . . . The Rike-Kumler Company
Zanesville . . . The H. Weber Sons & Co.

OKLAHOMA
Bartlesville . . . Montaldo's
Drumright . . . Campbell's
Muskogee . . . Susman's
Oklahoma City . . . Balliet's
Tulsa . . . Seidenbach's, Inc.

OREGON
Eugene . . . Russell's
Portland . . . Nicholas Ungar, Inc.

PENNSYLVANIA
Bethlehem . . . Sigals
Easton . . . Sigals
Harrisburg . . . Mary Sachs
Hazleton . . . Wears, Inc.
Johnstown . . . Brett's, Inc.
Lancaster . . . Mary Sachs
McKeesport . . . Katzman Inc.
Philadelphia . . . Bonwit Teller & Co.
Pittsburgh . . . Joseph Horne Co.
Reading . . . Heather Sportswear Shop
State College . . . Charles Shop
Wilkes-Barre . . . Fowler, Dick & Walker

SOUTH CAROLINA
Anderson . . . Vogue Shop
Greenville . . . Ivey's of Greenville
Union . . . Gregory's

SOUTH DAKOTA
Mitchell . . . Baron's
Rapid City . . . Baron's
Sioux Falls . . . Fantle Bros., Inc.

TENNESSEE
Memphis . . . The John Gerber Company

Millington . . . Louise Cunningham
Murfreesboro . . . Cecil Elrod's French Shoppe
Oak Ridge . . . Loveman's
Union City . . . Merry Lee Shops

TEXAS
Abilene . . . Ernest Grissom's
Amarillo . . . Colbert's of Amarillo
Austin . . . Chenard's
Corpus Christi . . . Lichtenstein's, Inc.
Dallas . . . Neiman-Marcus Co.
El Paso . . . Popular Dry Goods Co.
Ft. Worth . . . The Fair
Galveston . . . E. S. Levy & Co., Ltd.
Houston . . . Sakowitz Bros.
San Angelo . . . The Fashion
San Antonio . . . Frost Bros.
Sherman . . . Elinor's Dress Shop
Wichita Falls . . . McClurkin's, Inc.

UTAH
Salt Lake City . . . Makoff

VERMONT
Rutland . . . Economy Dept. Store

VIRGINIA
Charlottesville . . . Levy's of Charlottesville
Newport News . . . Nachman's Dept. Store, Inc.
Norfolk . . . The House of Arther Morris
Richmond . . . Thalheimer Bros., Inc.
Roanoke . . . Smartwear-Irving Saks, Inc.
Staunton . . . New York Dress Shop

WASHINGTON
Seattle . . . Frederick & Nelson, Inc.
Spokane . . . The Crescent

WEST VIRGINIA
Beckley . . . Rahall's
Charleston . . . Stone & Thomas
Clarksburg . . . Broida's, Inc.
Parkersburg . . . J. S. Broida, Inc.

WISCONSIN
Milwaukee . . . Smartwear-Emma Lange, Inc.
Shorewood . . . Martha Fredman, Inc.

WYOMING
Casper . . . The Kassis Dept. Store
Cheyenne . . . The Kassis Dept. Store

CANADA
Montreal . . . Henry Morgan & Co., Ltd.
Toronto . . . Henry Morgan & Co., Ltd.

HAWAII
Honolulu . . . Barpa

Bonnie Maid Fashions . . . at good stores everywhere

CHRISTMAS DREAM

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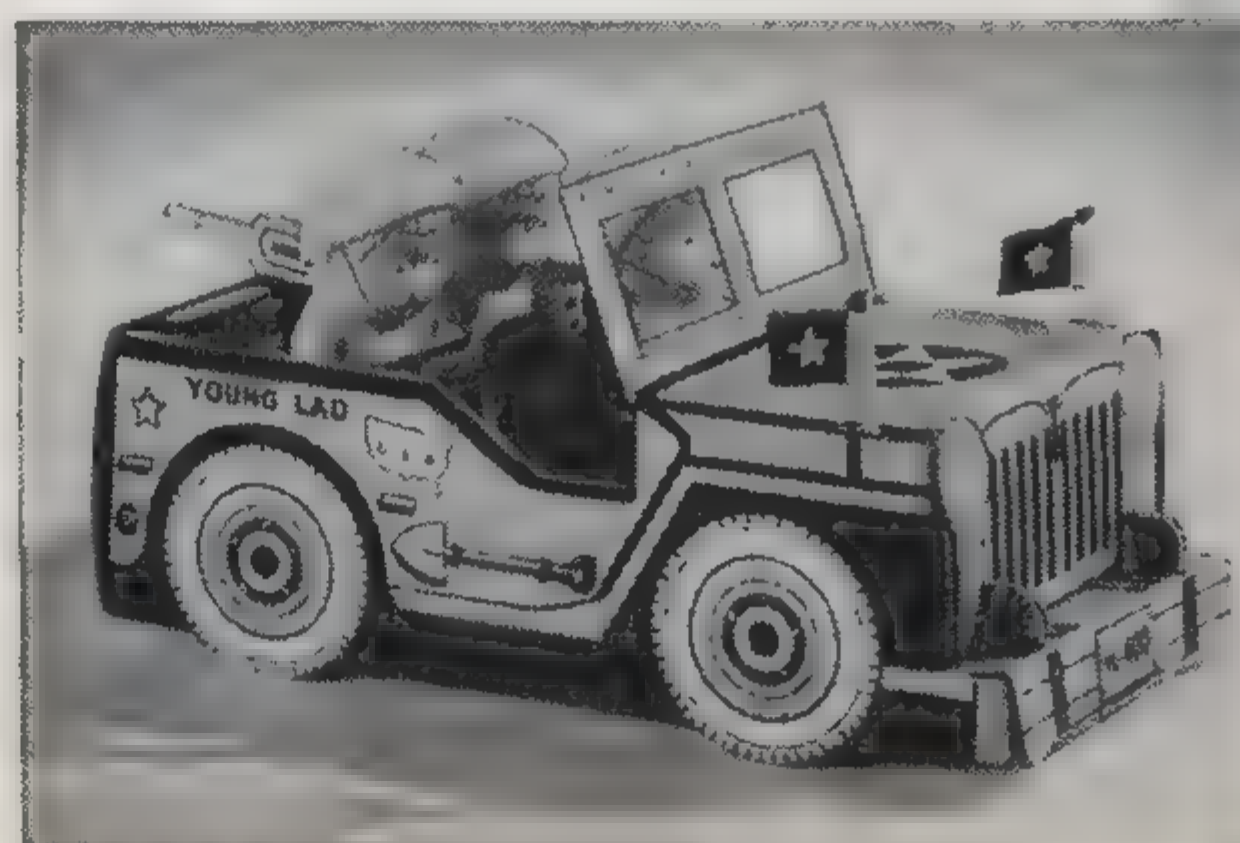
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INNOCENT AMONG THE LIONS

(Continued from page 118)

Vital, seized upon and abused, until today it has become an overworked cliché. Seymour and I had agreed to meet at the party and, unaccompanied, I hailed a cab with a savage-looking driver. I didn't realize how savage until I arrived at my destination and protested his exorbitant charge. He replied by a string of insults and epithets that surprised me into silence. But only for a moment. The thorough grounding that I had received from a Basses-Pyrénées nurse in my childhood, stood by me with no loss of its original savour—I met insult with insult. Even the *Apache* was astonished by the flood of vituperation at my command. As I was already late, I was obliged to capitulate and pay his price but refused to add a tip.

By the time I arrived upstairs, the other guests were already assembled, including Mr. Bergson. He was a small bird-like man; he might, I felt, have strutted over from the *Jardin des Plantes*. As he and I drank our tea together, I was still flustered from my late encounter. Above all men, a philosopher I realized, would find agitation unsympathetic.

"I have," I hastened to explain, "had a deplorable encounter with a cab driver. I lost my temper and haven't quite recovered. I am sorry."

"Don't be sorry," said Mr. Bergson kindly. "Keep on losing your temper whenever you feel inclined. Temper is perhaps the last expression of vital energy left in this tepid world."

We returned to New York in the autumn. One morning as I was walking down Fifth Avenue, I met Mrs. Winthrop Chanler.

"I was going to write you a note," she said. "Will you and your husband dine with us on the twenty-fifth to meet Henry James?"

"We would be delighted," I assured her, trying to disguise my surprise, and excitement, "we will come with pleasure."

To meet Henry James surpassed my highest hope. He was to me the Master, the greatest American or English novelist. He had taught me the value of words and their power to express the finest shades of meaning.

We arrived on the evening of the twenty-fifth, unfortunately, a little late. Dinner was announced as we entered and everyone moved toward the dining room. I had lost the opportunity of meeting the guest of honour. When the women of the party withdrew, I sank into a corner of a sofa and waited for the disappointing evening to be over. But in less than ten minutes the drawing-room door opened and Mr. James came toward me. He drew up a chair and said,

"I left the others, umph, umph, to look you over; I have been talking to your husband, umph, umph, the

finest young man, umph, umph, I've met in America. I want, umph, umph, to see if you're good enough for him."

I was torn by conflict. I wished to appear worthy of Seymour and to make a good impression on Mr. James, but it was essential to speed up his halting delivery if I was to get, in the short time I could hope to spend with him, some of the quality that enchanted me in his writings. I made my decision.

"Mr. James," I said timidly, "we have such a short time to talk, couldn't you put your words closer together?"

I was appalled by my impertinence but it was met by a friendly smile and the umphs ceased and he talked straight ahead.

Edith Wharton, in her autobiography, has described Mr. James as shrinking from all discussion of his writings, and has told of the devices he resorted to, to avoid the subject. But during that evening he gave no sign of such inhibition. We went over many of his novels in detail. Most of the plots and the characters were familiar to me. When we came to *The Ambassadors*, the latest of his works and the one he always preferred, he asked,

"Do you know what happened to them all after the book ends? To Strether, to Chad, to Miss Gostrey? I, myself, haven't an idea."

Without hesitation I suggested a post-plot. Mr. James listened with flattering attention. When I had finished he said,

"My dear child, that is splendid. I give you the credit for the book. You may rightly claim it as yours."

Years passed before I re-read *The Ambassadors* and recognized that the ultimate fate of the characters created by Mr. James was as inevitable as that of the protagonists in a Greek drama. I remembered my evening with Henry James, my youthful self-confidence, the nonsense I had talked, how diverted he must have been, and with what tact he had accepted my naïveté.

Some months after meeting Mr. James, I went to lunch with the Calvin Brices, where a short, round little man was introduced as Mr. Henry Adams. I had just read *The Education of Henry Adams*, borrowed from a friend—at that time the book was not for sale. The only edition was privately printed on beautiful paper with wide margins and splendid type. This edition was reserved for gifts to friends, universities, and libraries. I had expected the author to look as distinguished as the contents and format of his book and I was disappointed that Mr. Adams should illustrate my idea of a little "three bottle" man. The lunch party was small, the conversation general. Mr. Adams spoke rarely, but when he did,

it was to the point. His wit was sharp and exhilarating. When a chance offered, I told him of the pleasure I had taken in his latest book.

"Our hostess lent me her copy," I explained, "but as she wouldn't let me take it out of the house, I read it through in one afternoon. But it is the kind of book I should have read like that in any case. I shall borrow it and read it again."

"Would you like a copy of your own?" he asked.

"More than I can tell you, but I'm not worthy. I am just a worm."

"Are you a worm?" he asked with interest. "That is an added reason for sending you the book. I, too, am a worm."

A letter came with the *Education* and he wrote me several others during the winter. They all began "To The Wormess" and were signed "The Worm."

During the early years of our marriage, when we passed the winters in a house planned in the later-Stanford-White period on Fifty-third Street just off Fifth Avenue, the Thomas Hastings were among our good friends.

I had often stayed with Helen Hastings (as Helen Benedict) at her father's place in Indian Harbor, Greenwich. Helen's own wit had the effect of drawing humorous remarks from the most unlikely and unpromising of her listeners. One afternoon as we drove from the station, we passed a newly built house. Helen asked the coachman, "Who does that belong to?" He replied, "A man with a name like Todd, only shorter."

I liked going to the Hastings house. Because of his artistic affiliations and her wit, they included among their friends a number of minor celebrities and one or two of major accomplishment. I remember one particularly pleasant evening. Helen had told me in advance that I was to sit at dinner next to Anthony Hope, whose *The Prisoner of Zenda* and *The Dolly Dialogues* had brought him recognition. After a brief and friendly talk with me, his hostess claimed his attention and I turned to my neighbour on the other side. We had never met and he pushed his place card toward me. On it was inscribed "Mr. Peter Dunne." His Mr. Dooley articles had already made him famous but nothing irritated him more than to be addressed, as he often was, by the more whimsical, as Mr. Dooley. I was enchanted by Mr. Dunne's talk. His quiet humour, his anecdotes, were something new in my experience. As we left the dining room, he picked up a little fluffy, white dog whose hair silhouette was deceptive. He handed it to me and as my fingers sank through its fur to the stringy carcass, he asked me thoughtfully, "What do you think she strips at?"

VOGUE—DECEMBER ISSUE

Presents for men • Presents for men to give women • New December hats



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BV
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"THE NAKED BOOK"

(Continued from page 119)

necessary? Would not a treated board be as durable and much cheaper? Is not the increasing cost of books an actual selling deterrent? The two-fifty book is now four dollars.

It has happened when I have thrown away the jacket because it was in the way, that I wanted to go back to the account of the author. Could this not always be bound in the book so that it is a permanent part of the volume?

For myself, I like the whole theory of the twenty-five-cent book. For one thing the very cost of a trade edition encourages a degree of selfishness. Such a book must be hoarded and put on the shelves. It becomes property and property must be protected. I must know who borrows the book and I must see that it is returned and many friendships have been crushed on the rocks of the unreturned book. With the cheap editions the opposite is true. You load your friends' arms with books. You say, "When you are through with them, pass them on." This is a very fine thing.

I don't know how many writers have the feeling I have about books. I do not love books for themselves. I like to have certain books about me to refer to but only because of the text. I have never collected books for their physical selves. I have never asked for nor wanted an autographed book. Sure, I love to see a library walled with the lovely backs of finely bound books, but this is decoration to me, not literature. The prettiest volumes have often not been opened, the most valuable firsts have not been cut. I would for myself much rather have thousands of cheap, dog-eared volumes filed in closed cabinets like phonograph records. It is much easier to browse through filing cards than to climb on the arms of a chair looking for a certain book which you remember was green. You think it is on the top shelf. The book turns out to be brown and after you have lost interest, you find it on the bottom shelf behind a bent copy of the *London Illustrated* you had always intended to go back to. No, for real accessibility, I like the card index.

The book itself took on its magical, sacrosanct, and authoritative character at a time when there were very few books and those possessed by the very rich or the very learned. Then the book was the only release of the mind into distant places and into golden thinking. There were few other ways of going outside one's self except through the talesman of the book. And it is wonderful that even today with all competition of records, of radio, of television, of motion pictures, the book has kept its precious character. A book is somehow sacred. A dictator can kill and maim people, can sink to any kind of tyranny and only be hated, but when books are burned, the ultimate in tyranny has happened. This we can not forgive. The use of the book as propaganda, it seems to me, is more powerful and effective than any other medium. A broadcast has less authority than a book. People automatically trust newspapers less than they do

books. This is strange but it is so. Messages come from behind the controlled and censored areas of the world and the people in these areas do not ask for radios, for papers and pamphlets. They invariably ask for books. They believe books when they believe nothing else. This being true, I wonder that governments do not use books more often than they do. A book is protected and passed on to others. It is the rarest of things for a man to destroy a book unless he truly hates it. Book destruction is a kind of murder. And in the growing tendency to censor and control, for the problematical good of the people, books have escaped more than any form. A film can be cut to ribbons, but any restraint laid on a book is fought to a finish.

I wonder very much about the future of books. Can they continue to compete with the quick, cheap, easy forms of entertainment which do not require either reading or thinking? I must say they do, or some of them are trying to do just that. So many books now are written with motion pictures in view. It is said that some publishers will not print a book if there is not a possibility of a motion-picture sale. And even the writer in many cases is concerned as part writer and part salesman. He should stand in a bookstore labelling his product with his name. He should go on television shows and become a performing ape. He should subject his private life to the adenoidal stares of his prospective readers. He is said to be letting the book down if he does not do these things.

I do not believe that a book can compete with its rivals on their terms. On the other hand, they can not compete with the book on its terms. No other form save music can so "invite the mind and the emotions." One can not conceive of a motion picture as being personal as a beloved book is personal. No television show is a friend as a book is a friend. And no other form, save again music, invites the participation of the receiver as a book does.

There should be warm books and cool books, gay books and sombre books. If a book is full of pain, let it be painful in colour and design; if it is beautiful and sharp, beauty and sharpness should design its clothing. Just as a title should catch the essence of a book, so should its format.

A book is a naked article. A book is only read when you are alone. No group audience starts the laughter or the tears for you. It is a communion of two and as such it is unique. And so I think that a book should feel good in the hand and gladden the eye. Its shape and size should be designed so that it is not clumsy to hold nor difficult to see. Its price should be low enough so that no crime against economics is committed in buying it. I am not speaking now of the books which are simply pauses on the way to motion pictures but of the books that were written to be books and nothing else but books. There is something untranslatable about a book. It is itself—one of the very few authentic magics our species has created.



(Courtesy, Metropolitan Museum Of Art, New York City)

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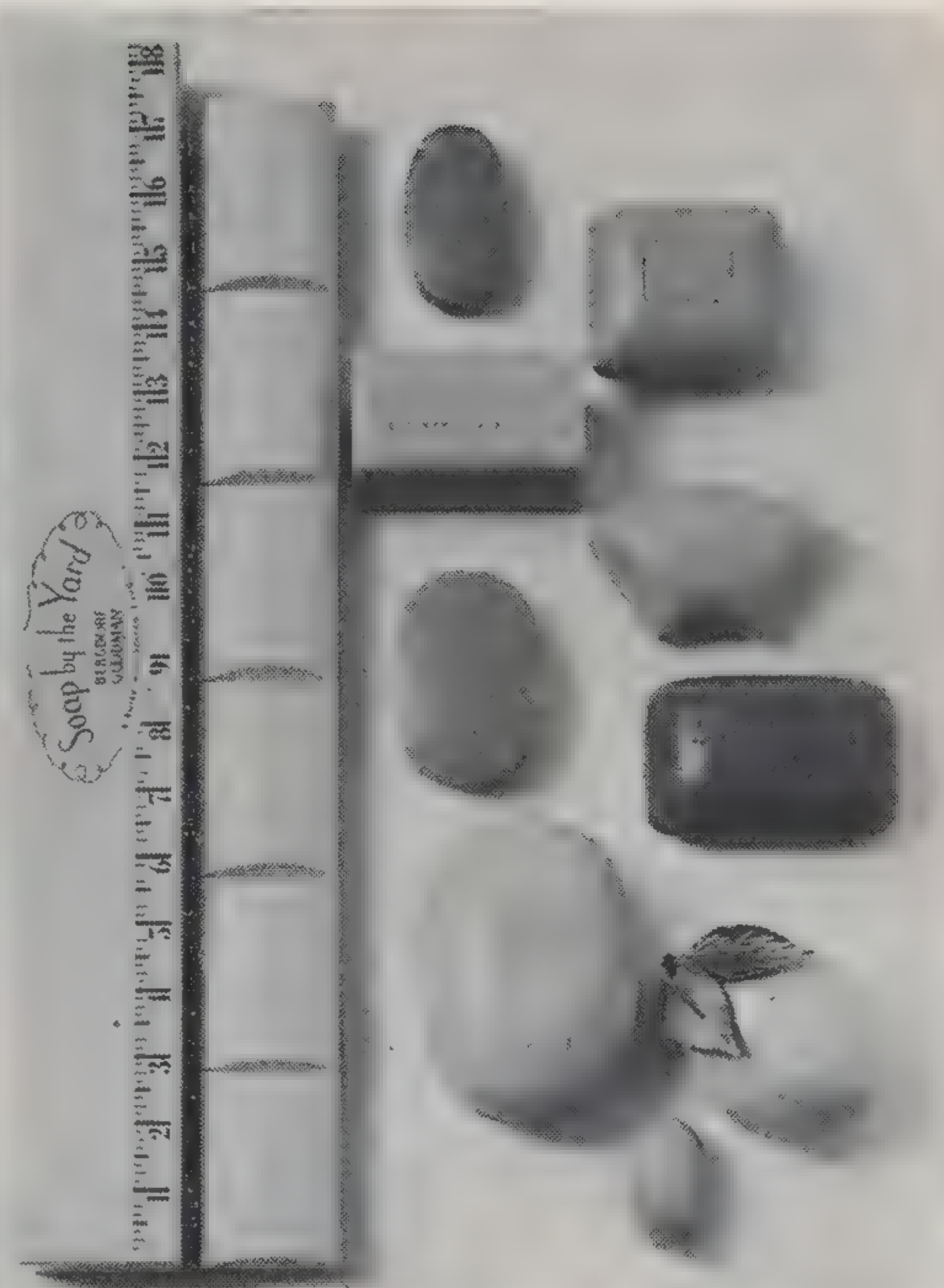
This is the fragrance of incomparable freshness... that makes you seem younger, lovelier to be near, every day.

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Tweed Toilet Essence. New idea in fragrance... longer lasting than toilet water, less costly than perfume. 2 oz., \$2.50

Tweed Perfume. Your favorite fragrance in its most lasting form. ½ oz., \$5.50 (all plus tax)

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This is a picture of soaps. Soaps of many shapes, sizes, and fragrances. But not as many as we *could* find, and not as many as you could find. The point is that soap is a wonderful present. A huge cake for the tiptoe of a stocking; a box of row upon row of tiny bars for someone who has a whole year of guests ahead. Here, down the rows from left to right: Bergdorf Goodman Soap by the Yard; Beauty Counselors Petit-four; Henri Bendel Floating Soap; Yardley Old English Lavender; Rallet No. 1; Wrisley Imperial; Joy-scented soap by Jean Patou; Guerlain's Fleurs des Alpes; Shulton Almonds; and Chanel No. 5 Saponettes.

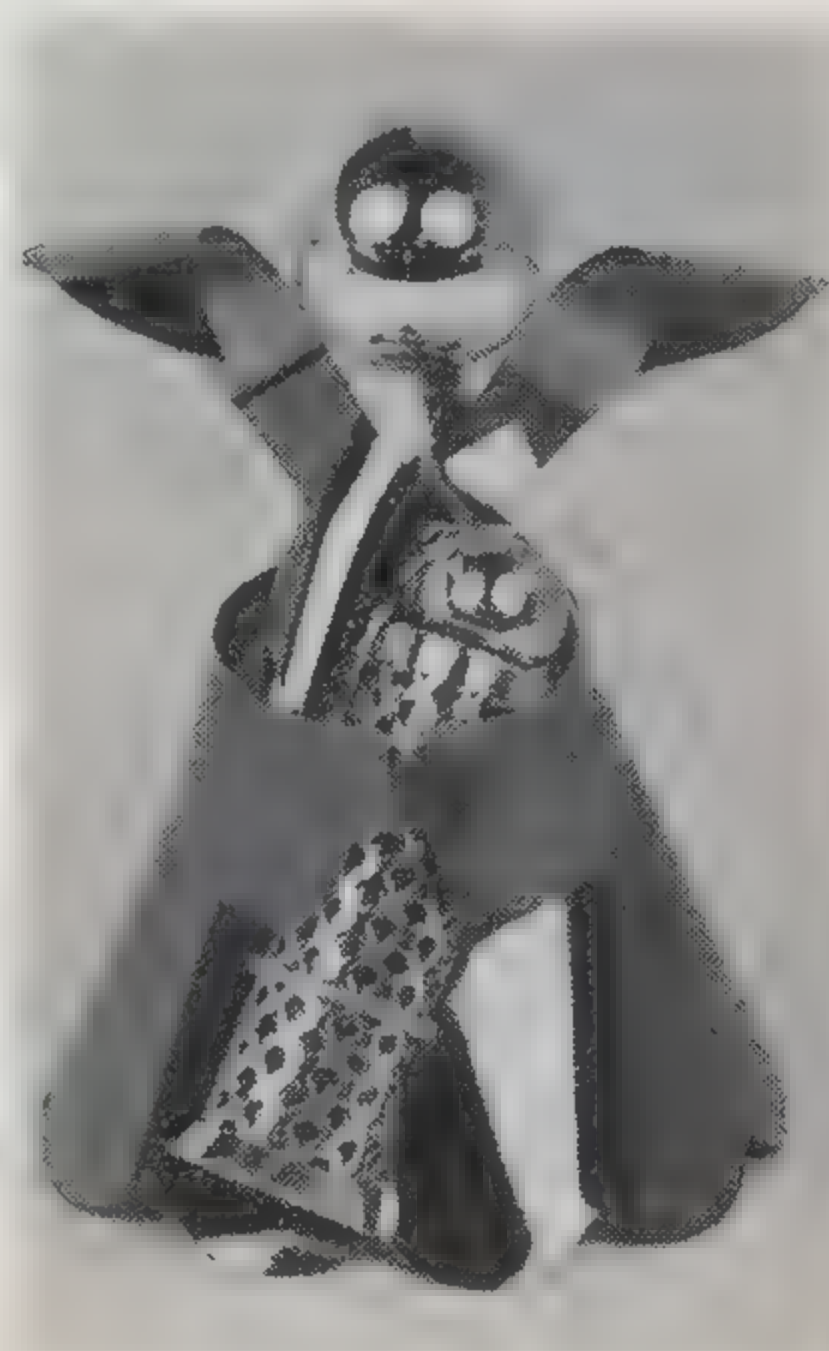
CHRISTMAS DISCOVERIES



Left: More about soap. This time it's a flower-shaped cake, topping a tall urn of bath crystals—both palest blue and scented with Dorothy Gray's sweet fragrance, Nosegay. \$2.75*. Lord & Taylor.

Below, left: To put at the top of a present-filled stocking, or even to mark a holiday place-card: a tiny Christmas angel of gilt paper holding a *flacon* of Lenthéric's Tweed. \$2.75*. Lord & Taylor.

Below, right: For a tie-on-the-tree present: a ribbon bow on a Christmas bell holds a Barbara Gould lipstick—this colour, Lover's Knot—in a gilt case to match the bell. \$1.75*. At Stern's.

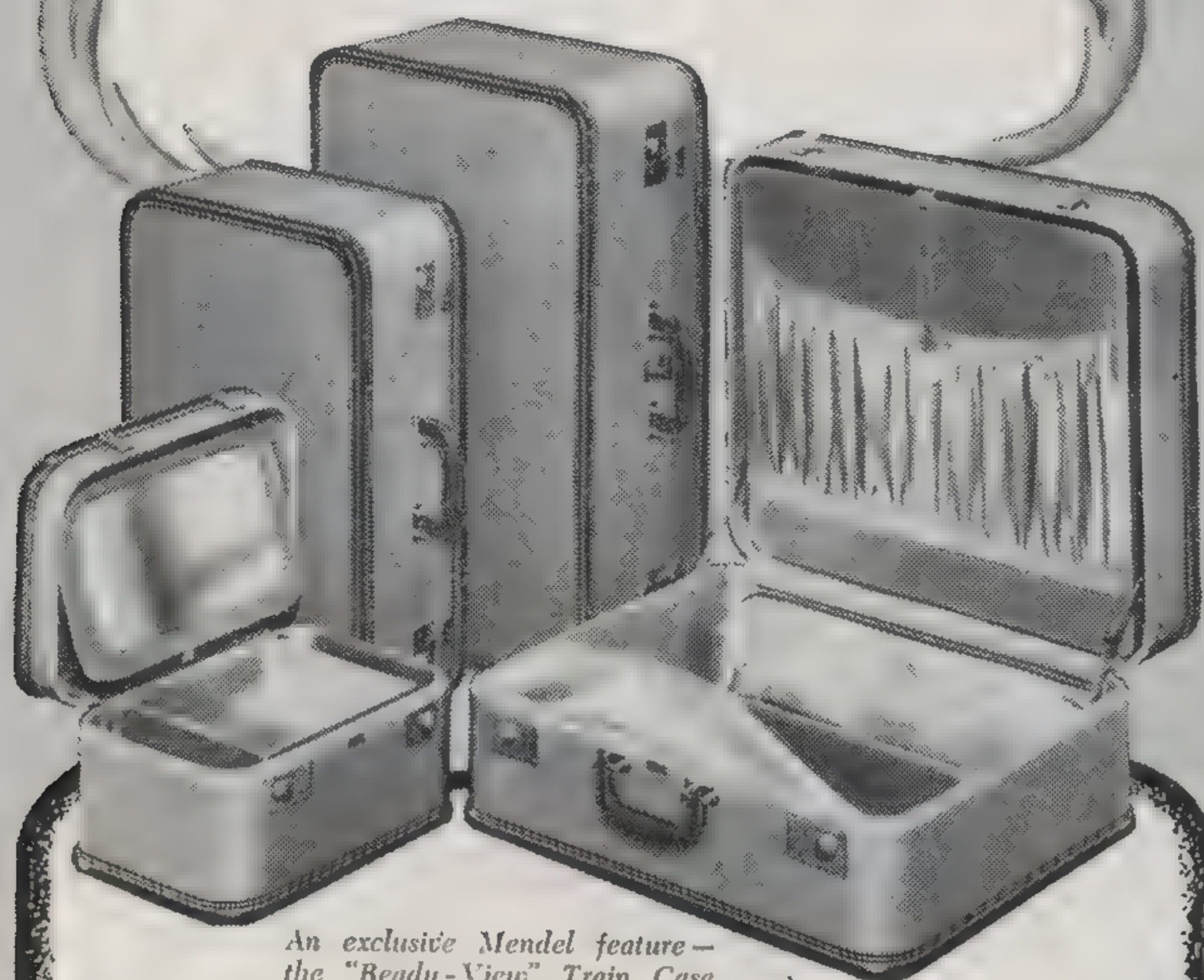


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Right: Here's a present to almost fill a stocking by itself. A mirrored cane, ribbon-wrapped, and, tied all along the way, four little bottles of different Elizabeth Arden perfumes. \$15*. From Best's.

Below: The bigger the box of dusting powder, the better. To give lavishly, because it's something to use lavishly. Here, a pastel flowered box of Pond's Dreamflower dusting powder. At Macy's.



Right: A holiday toast? Actually, a carry-sized bottle of Nettie Rosenstein's Tianne perfume in a cocktail glass wrapped in gold-coloured net and beribboned. \$3.75*. From Bonwit Teller.



Above: A nugget for the toe of her stocking, this miniature gold metal flask filled with Corday's precious fragrance, Toujours Toi, in a gold and white brocade caselet for carrying. \$5*. Saks Fifth.

Right: Two for one who knows the secret of carrying fragrance, a stay-at-home size of Devastating eau de parfum by Anjou, with a travelling companion flask (also filled with Devastating). \$3*. Altman.

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Prince Matchabelli

WEALTHY FINANCIER LEFT BREATHLESS



New York, N. Y.—Perfume gained another point yesterday when Wall Streeter Stockton Bond (the best security a girl could have) suddenly bid and asked one of his regular listings who had fortunately just covered herself with Breathless, the gilt-edged fragrance by Charbert.

If you are frankly interested in trading in futures, or in refinancing, Breathless by Charbert is a blue chip investment with great gain possibilities.



Breathless is now available in new, highly concentrated Eau de Toilette—at \$2.00 with dividends guaranteed. Breathless Perfume, for even brisker activity, is \$2.00 to \$26.00. Prices plus tax.

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BLACK VELVET and satin combined with gold braid and rhinestones, leather lined. About \$10.95. At better stores everywhere, or write Slote & Klein, 16 East 34th St., New York 16.

EIGHT GOOD PLACES TO EAT IN THE THEATRE DISTRICT

BY JAMES A. BEARD

EDITOR'S NOTE: James A. Beard, a large well-fed man, is an authority on French wines, has been writing of places and recipes for lovers of good food ever since 1930. In that time he has produced five cookbooks, including *The Fireside Cookbook* and, in collaboration with W. Alexander Watt, the soon-to-be-published *Cuisine de Paris*, a combination guide and cookbook on restaurants and their specialties. "Born in the hotel business," he knows from the inside the management of restaurants, visits them anonymously for *Vogue*, always pays his way. This is the first of a series.

RED DEVIL . . . 111 West 48th Street . . . Tel: Judson 6-9614. Open for lunch or dinner every day. Convenient to the Cort, Playhouse, 48th St., and Radio City. Dinner for two with Italian wine, \$12 or \$14.

One of the finest Italian restaurants in New York and always popular. Go early if you would dine leisurely before making the curtain. Practically everything is cooked to order and there are nearly always people waiting in line, so don't expect to get a quick snack. Try the baked peppers for an hors d'œuvre or the pimientos with anchovies. Pasta is prepared to perfection here. Lobster *Fra Diavolo* is one of the supreme specialties; be sure to order a good risotto to go with it. (Give yourself time.) Excellent fish dishes done more or less in the Neapolitan manner, and an outstanding rollatone of beef—a large variety of scallopine. Italian wines here are chosen especially to complement dishes on the menu. The *Orvieto Secco* with the fish dishes is excellent and either the *Chianti Classico* or the *Barbera* with the meat dishes, depending on what you have. We have gone to the Red Devil especially for their lasagne, served usually over the week end.

PIERRE AU TUNNEL . . . 306 West 48th Street . . . Tel: Judson 6-9416. M. and Mme. Pujol. Dinner served from 5 P.M. Bar with all the French apéritifs. Convenient to the Coronet, Barrymore, Biltmore, Martin Beck, Forty-sixth St., and Fulton; also Madison Sq. Garden. Dinner \$1.85 to \$3.50 a person.

An authentic bistro in New York. M. Pujol has been serving food in this location only since September. *Le patron* is the chef, *la patronne* is the front of the house. Large bar where more French than English is spoken. Juke box with all the favourite French records. Pierre Pujol, who had experience at Chambord and Brussels, does *spécialités* such as *civet de lapin*, *alouettes sans têtes*, *tripes à la mode de Caen*. We ate a delicious *cassoulet Toulousain*, really wonderful homemade *fromage de tête* and *pâté maison* for hors d'œuvres. To us this is a discovery. The food is honestly prepared and

served in surroundings, simple and unpretentious. Dinner for two with an adequate wine around \$6.50-\$7.00. Ask Mme. Pujol for the *spécialités* of the day. She has great enthusiasm for food. Allow yourself at least an hour for dinner here.

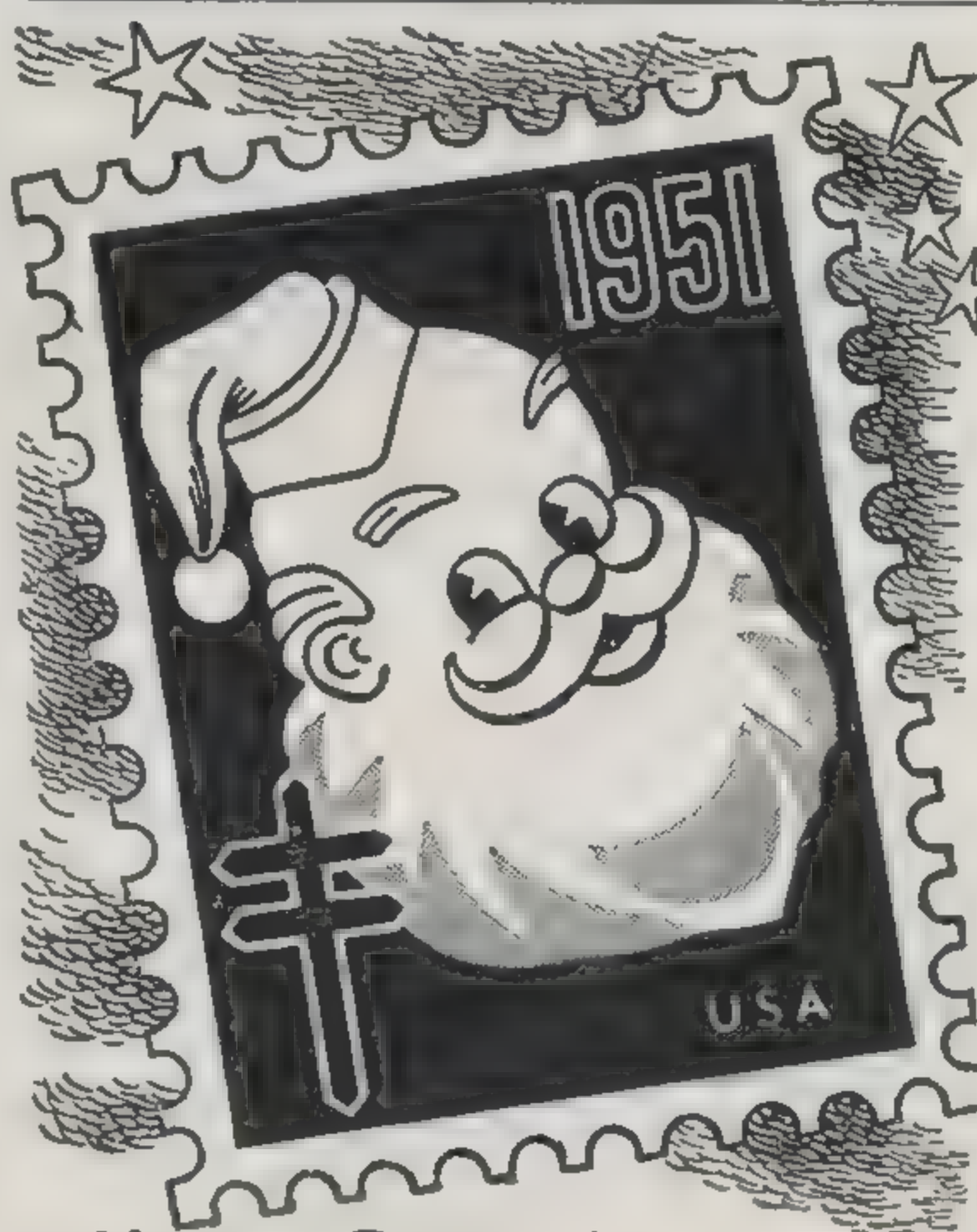
L'AUBERGE DE FRANCE—58 West 56th St. Tel: Circle 7-8957. Closed Mondays. Luncheon and dinner. Bar. Charles or Pascal will reserve a table for you. Convenient to City Center, Ziegfeld, Carnegie Hall, Century, Broadway, Hellinger. A good authentically French dinner for about \$3 a person.

Definitely one of the better small bistros. It has never expanded, the partners Charles and Pascal and their wives being content with the *status quo*. One dines simply and well. Start with the mussels ravigote or the smoked herring, then a slice of excellent *gigot* cooked to a pinkness, nicely perfumed with garlic, and served in the Breton fashion, with beans. Always an excellent *tête de veau*, occasionally *pieds de veau*, good frogs legs. There are many provincial specialties of France and they are authentically prepared—a rarity in so many so-called French restaurants. The proprietor mixes a really forceful cocktail; his Gibsons are almost lethal. He also knows perfectly how to serve the white *alcools*; ask for a *Framboise* or a *Mirabelle*, chilled for you. They also have an adequate wine list specializing in pleasant Provincial wines. Service is good, with attentive French waiters.

PANTHEON RESTAURANT AND BAR, 689 Eighth Ave. Between 43rd and 44th Sts. Open for luncheon and dinner every day. Greek specialties—call Mr. Volanis, Judson 6-9672. Near the St. James, Majestic, Shubert, Broadhurst, Booth, Martin Beck, Royale, Music Box, Imperial. Dinner for two, with wine and brandy, around \$9.

This used to be two Greek restaurants on 41st St., the Omonia and the Byzantion. The advent of the new bus terminal made it a unified effort. Recommended—the Greek *antipasto* with eggplant, caviar, Greek cheeses, stuffed vine leaves, Greek olives. Choose between the excellent sishkebab and the delicious barbecued lamb, or try lamb with vegetables. . . . you will find it combined with practically every known vegetable. There is oil in the cookery and a good deal of garlic, but all handled with a deft hand. The slight acidity of the wine has a pleasant cutting effect on it all. Turkish coffee or native as you wish; and the excellent Greek brandy, Metaxa. If you enjoy the flavour of anise, order Ouzo for an apéritif—try the Greek wine Roditys—the dry red is very much like some of the *rosé* wines one finds in the countryside of France, a pleasant light wine to drink

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How OLD is Santa Claus?

This particular Santa—the one you see on the Christmas Seals—is a very healthy forty-five!

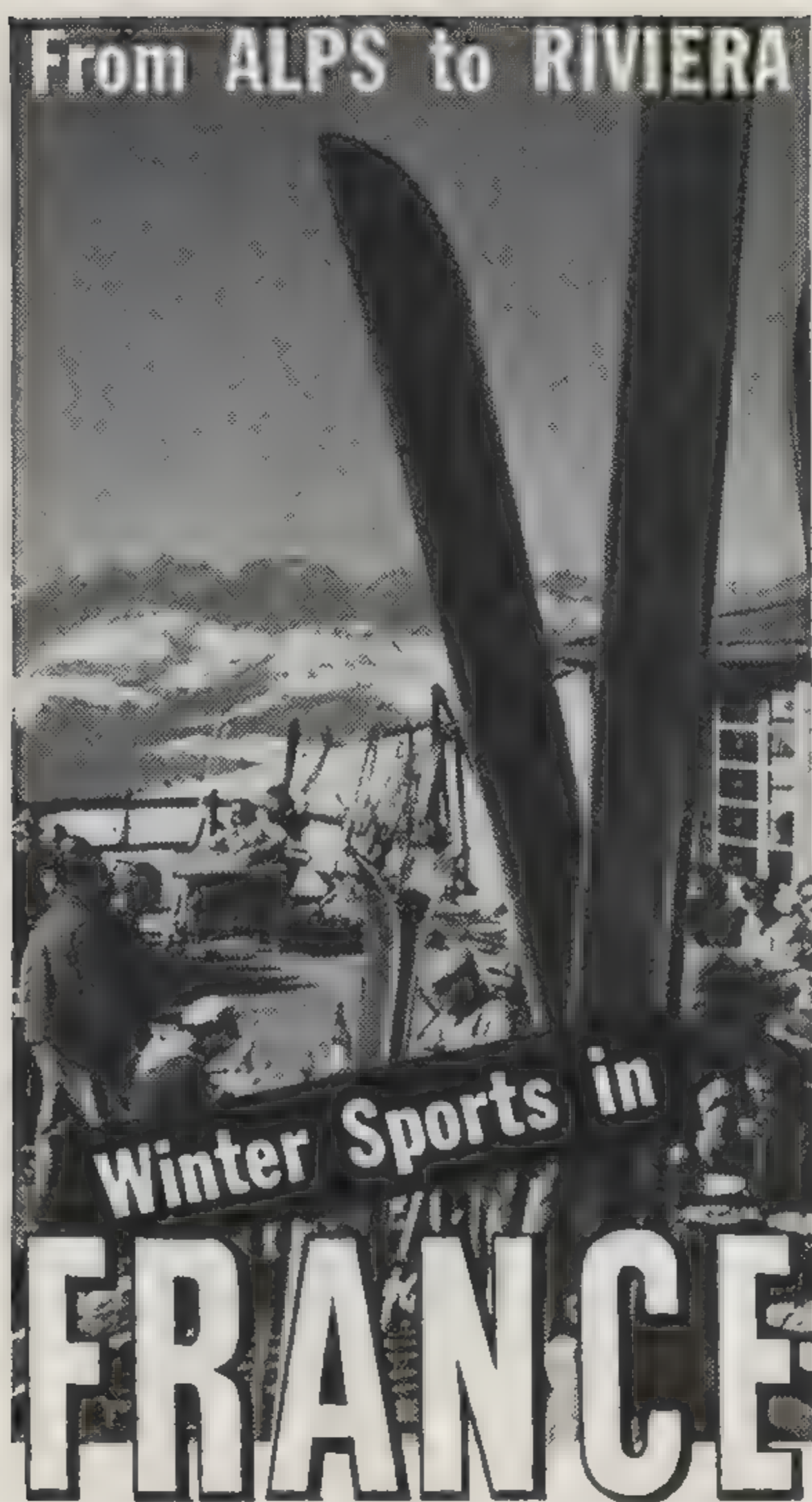
Yes, this is the 45th annual Christmas Seal Sale—a holiday custom that has helped save 5,000,000 lives. Yet, tuberculosis kills more people than all other infectious diseases combined.

So, please, send your contribution today.

BUY Christmas Seals!

Because of the importance of the above message, this space has been contributed by

Vogue



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Of Vogue (Incorporating Vanity Fair) published semi-monthly (except in the months of January, June, July and December when it is published monthly) at Greenwich, Conn., for October 1, 1951:

1. That the names and addresses of the publisher, editor, and business managers are: Publisher, Iva S. V. Patcévitch, Greenwich, Conn.; Editor, Jessica Daves, Greenwich, Conn.; Business Managers, Perry L. Ruston, Greenwich, Conn.; Chester B. Van Tassel, Greenwich, Conn.

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(Signed) Perry L. Ruston, Business Mgr.
Sworn to and subscribed before me this 27th day of September, 1951.

(Seal) Helen J. Anderson, Notary Public.
(My commission expires April, 1954.)

EIGHT GOOD PLACES TO EAT IN THE THEATRE DISTRICT

(Continued from page 164)

with the food, which of a certainty will be lamb in one form or another. The waiters are helpful and interested—if you can, get Tom, the young waiter at the back, who is delighted to suggest.

CAFÉ CONTINENTAL... 58th Street and 6th Ave. ... Tel.: Circle 7-7000. Ask for Pablo or Marco... Luncheon and dinner served every day... Late supper with music... Bar... Within walking distance of the Century, Carnegie Hall, City Center, and the Ziegfeld Theatre. *Dinner for two, with a bottle of wine and brandy, around \$12.*

This is a definite find for several reasons. Service is pleasant and there is never a feeling of crush—something rare in New York “restauration.” If you like the taste of fine ingredients in your food, good butter, real olive oil, the best of wines and liqueurs, and good cream, this is your mecca. The cuisine kitchen is supervised by the owner who prides himself on serving only the choicest foods. Try the *prosciutto*—it is aged for one year and personally selected for its delicacy of flavour; if you are a fancier of stew, the Irish stew is something you will remember—not blessed by flour or fat when it arrives at the table. The *escalope de veau* is blended with a fine imported Marsala. On Fridays—as fine a *bouillabaisse* as you will find in New York. The proprietor has a fine knowledge of wines. His wine list, while not colossal, is fabulous in quality and priced as low as the prices you would pay to a wine dealer. A bottle of a fine Chassagne Montrachet '47 for about \$2.50 or a bottle of 1943 Bollinger for under \$8 is news. This is not a mere restaurant—it is a dining place reflecting the directors' likes and hopes. If you are a party of more than four, it is wise to make a reservation beforehand.

SARDI'S... 234 West 44th St. Lackawanna 4-5784... Vincent or Jimmy... luncheon, dinner, or supper... good bar. The best location for a theatre restaurant in New York. *Dinner averages \$5 a person.*

This is an institution—it is Hollywood, it is Broadway, it is Leicester Square, it is a theatrical club. Expect to find a long menu, Continental-American specialties, good service, and great crowds. Sardi's is practically at the entrance of every theatre on 44th and 45th Streets. There is a great deal of excitement there at all times, since it is a crossroads for the international theatre groups. Dinner is not expensive—average around \$5 per person without wine. If you're a calory watcher, there is a reducing luncheon which may be duplicated at dinner. We like *saltimbocca*, the veal cutlet Vincent, and the other Italian and French specialties—also the chicken pie. The *caneloni* has become a habit with a lot of people. One of the few places in

New York where you find one of our favourite vegetables—hearts of palm with hollandaise. We think it wise to call Jimmy or Vincent if you want a table before the theatre and if it's a first night it's wise to call a day or two in advance. Don't try to get seated at 7:30 the night of an opening. You will have fun in Sardi's because it is theatre—pure theatre.

HUNTING ROOM, HOTEL ASTOR. Broadway at 44th St. Judson 6-3000. Ask for Hunting Room. Open until 9 P.M. for dinner. Special attention to theatre patrons. *Dinner for two, with English sole and beer, around \$10.*

If you are taking out-of-town guests to dinner before the theatre, the Hunting Room at the Astor is a place to remember. Not for the gastronomic thrills—although the food is simple and well prepared, but for the window tables looking out on Times Square: really one of the more spectacular views in all New York. Naturally you are near everything on 44th and 45th Streets, and not too far from the 46th Street plays. There is a wagon with roast beef and some other joint of meat every night. (Roast beef and potato and vegetable around \$3.50 is a good buy along with the parade of Broadway.) Whole grilled English sole for \$2.75 is a most satisfactory pre-theatre dinner. And we have noticed it is one of the few places where one finds turbot in New York—poached turbot with hollandaise—around \$2. Dinner with oysters, English sole, a green salad and a bit of imported Gruyère and some excellent bottled beer ran around ten dollars for two persons. The food was hot, the service was good, and the outlook was charming.


LINDY'S... 1626 Broadway & 1655 Broadway... open every day until 3 A.M.... Luncheon, dinner, supper... excellent bar. No reservations. Close to the Broadway, Hellinger, Alvin, ANTA, Winter Garden, Coronet. *Dinner for two, anywhere from \$5 to \$15.*

Lindy's, mirror of Broadway, is always crowded and there is always a complete lack of pretense.

Our choice is usually the 49th Street, or old, Lindy's because it never seems to be as packed. However, the uptown place at 51st St. has more glamour and celebrities. Don't forget Lindy's has excellent steaks and chops—the minute steak is a good pre-theatre choice. Also steak tartare (ask for a few anchovies with it). No one minds if you merely order a sandwich or if you eat for hours. The Wiltshire ham and eggs are something to keep in mind—and the wonderful cold delicatessen. Dieters had better arm themselves with resistance for the cheese cakes; all the different varieties are superb. Go early, for this incredibly busy delicatessen is always filled.

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FREE! Send your name and address for a free sample package of Meds in plain wrapper. Write Miss Olive Crenning, Personal Products Corp., Dept. VO11, Milltown, N. J. Check desired size: Regular (), Super (), Junior (). One package to a family. U. S. only.

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this apple...

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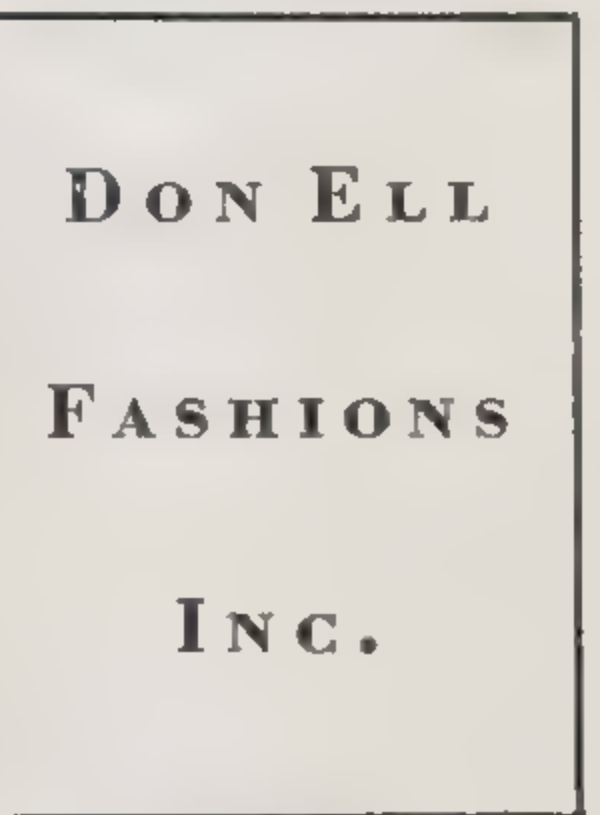
That French perfume in the Lalique apple, 25.00 and 14.50. New apple purse-flacon, 4.50. Eau de Toilette, 18.00 to 2.25. Plus tax

VOGUE'S BUYING GUIDE

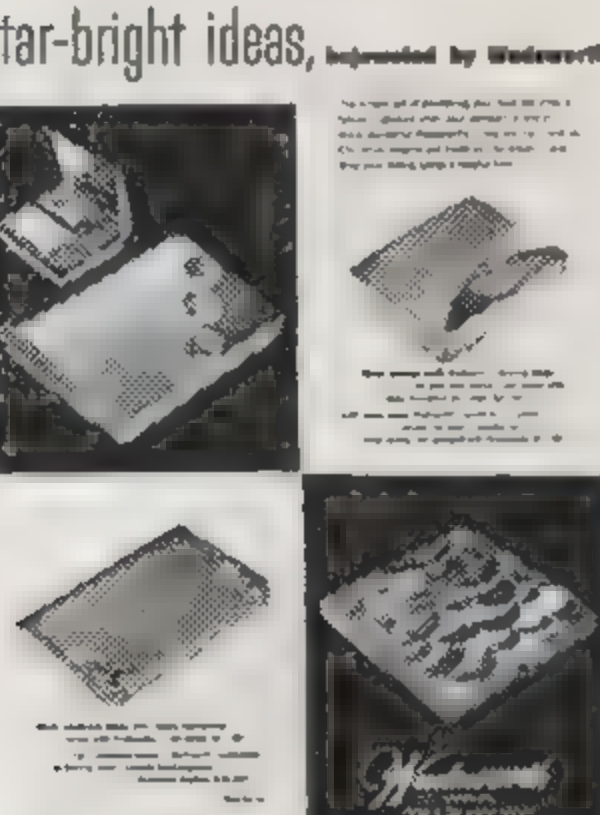
Vogue's Buying Guide tells you where you can buy the fashion merchandise advertised. Under each illustration is the page number where the merchandise is shown. To find where you can buy it, look up the stores listed in your state or city. The numbers opposite each store indicate the page numbers of the merchandise they carry. You will appreciate, of course, that it is impossible for a store to maintain a complete range of sizes and colors in stock at all times. Here are the stores selected by Vogue in shopping centers in every state. We'd like to list all stores, but space prevents. So if no store is given, write the advertiser to learn where his merchandise can be bought.



2ND COVER



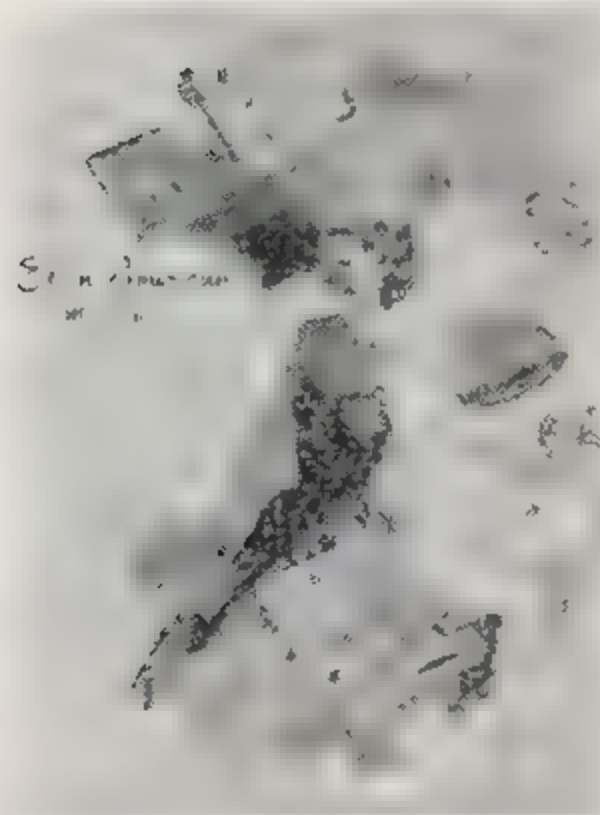
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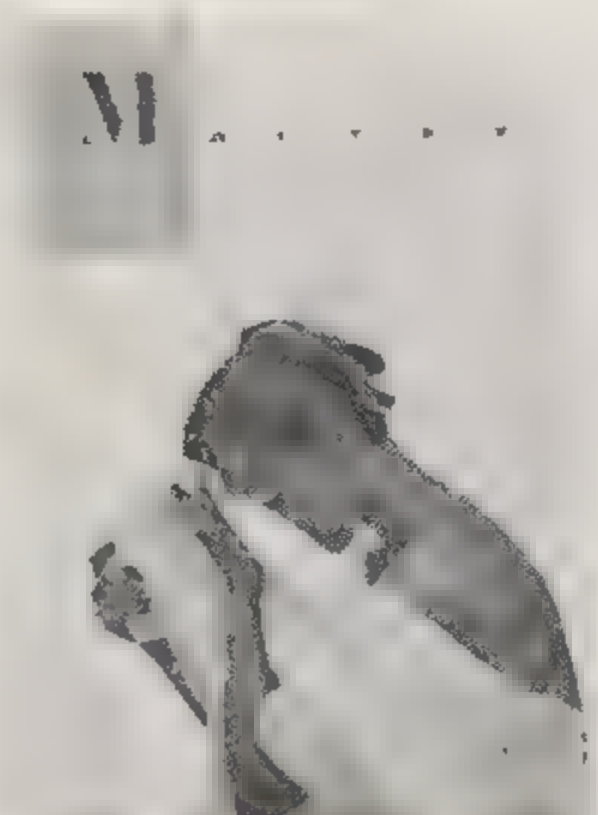
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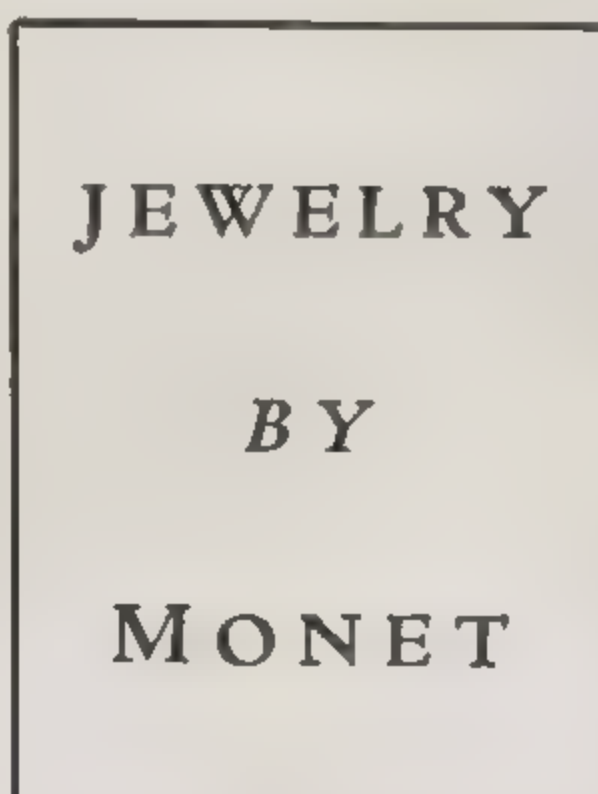
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*asterisk

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stores that

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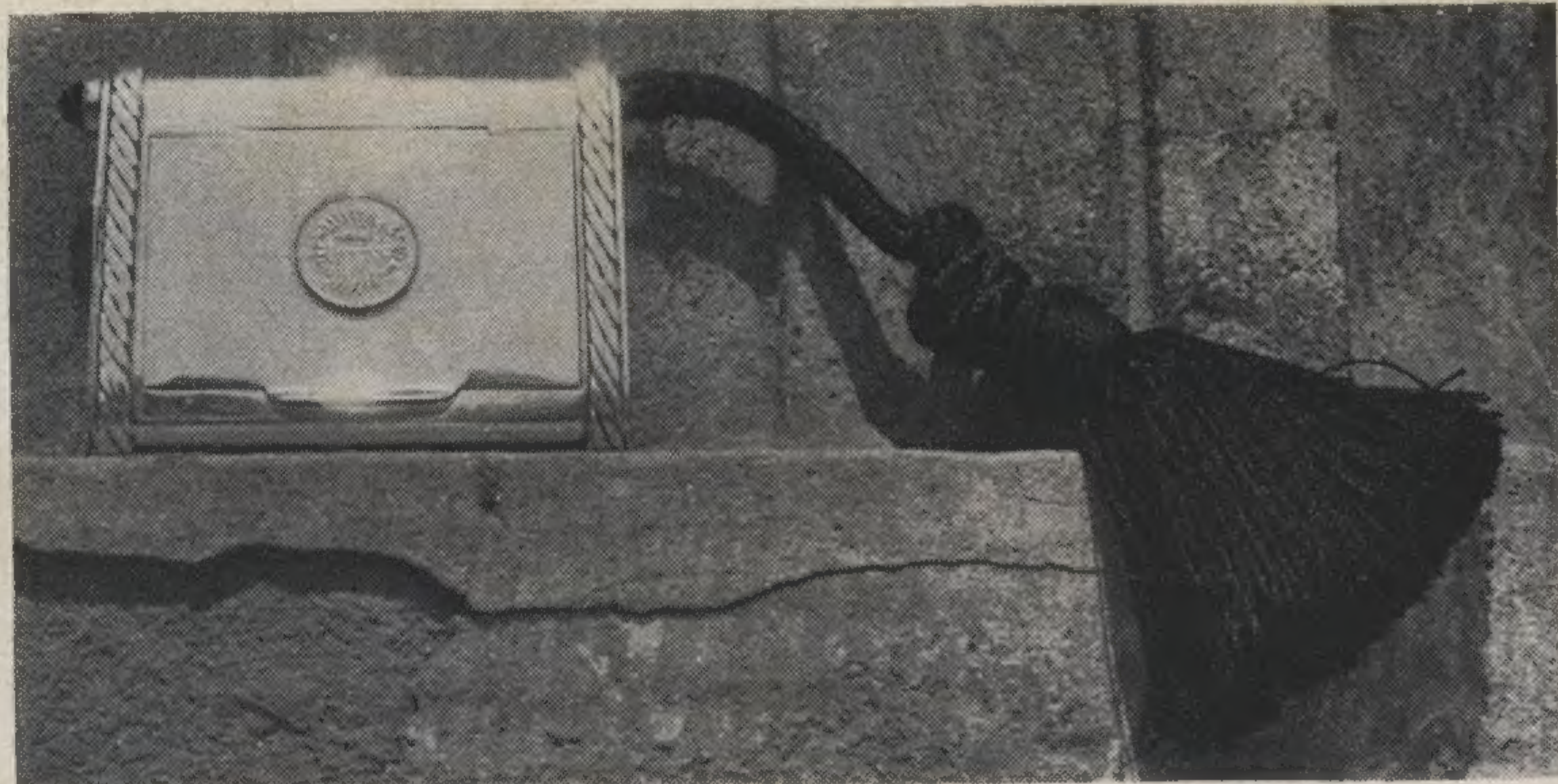
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